The EDISON ELECTRIC INSTITUTE BULLETIN

In Two Sections — Section 1

January 1956

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GEOGRAPHY & INDUSTRY

Published Monthly by Edison Electric Institute

The Electric Industry in 1955
Harllee Branch, Jr.

EEI Atomic Power Committee Report
Edgar H. Dixon

HOUSEPOWER Campaign

Executive Health
S. Charles Franco, M.D.

2,500 Customer Relations Representatives
Pendleton Woods

Stimulating Community Leadership
C. M. Wallace

Insurance Committee Meeting
R. D. Constable

ELECTRICAL RESEARCH STATISTICS
THE ELECTRIC LIGHT AND POWER INDUSTRY

Current Statistical Data Covering 100 Per Cent of Industry

(Includes Investor-Owned Companies, Cooperatives, and Government-Owned Utilities)

October, 1954-1955

SOURCE AND DISPOSAL OF ENERGY—MONTH OF OCTOBER

	1955	1954	%
NET GENERATION* (Kwhrs in Thousands)			
By Fuel Burning Plants	38,601,076	32,625,455	+18.3
By Water Power Plants	8,765,792	7,833,641	+11.9
Total Generation	**47,366,868**	**40,459,096**	**+17.1**
Add—Net Imports Over International Boundaries	187,365	250,690	−25.3
Less—Company Use	130,514	118,603	+10.0
Less—Energy Used by Producer	841,668	684,340	+23.0
Net Energy for Distribution	**46,582,051**	**39,906,843**	**+16.7**
Lost and Unaccounted for	4,753,460	4,759,045	− 0.1
Sales to Ultimate Customers	**41,828,591**	**35,147,798**	**+19.0**

CLASSIFICATION OF SALES

NUMBER OF CUSTOMERS—As of October 31st			
Residential or Domestic	44,211,563	42,936,515	+ 3.0
Rural (Distinct Rural Rates)	1,653,594	1,638,489	+ 0.9
Commercial or Industrial:			
Small Light and Power	6,056,216	5,992,077	+ 1.1
Large Light and Power	290,157	283,193	+ 2.5
Other Customers	170,601	164,154	+ 3.9
Total Ultimate Customers	**52,382,131**	**51,014,428**	**+ 2.7**
KILOWATTHOUR SALES—During Month of October (Kwhrs in Thousands)			
Residential or Domestic	9,671,834	8,739,996	+10.7
Rural (Distinct Rural Rates)	954,077	894,423	+ 6.7
Commercial or Industrial:			
Small Light and Power	7,026,252	6,378,467	+10.2
Large Light and Power	22,512,095	17,553,022	+28.3
Street and Highway Lighting	395,719	364,405	+ 8.6
Other Public Authorities	861,841	803,953	+ 7.2
Railways and Railroads:			
Street and Interurban Railways	193,532	208,411	− 7.1
Electrified Railroads	162,241	155,725	+ 4.2
Interdepartmental	51,000	49,396	+ 3.2
Total to Ultimate Customers	**41,828,591**	**35,147,798**	**+19.0**
Revenue from Ultimate Customers (Thousands)	**$684,701**	**$618,463**	**+10.7**

RESIDENTIAL OR DOMESTIC SERVICE

AVERAGE CUSTOMER DATA—For 12 months ended October 31, 1955			
Kilowatthours per Customer	2,715	2,513	+ 8.0
Average Annual Bill	$71.95	$67.85	+ 6.0
Revenue per Kilowatthour	2.65¢	2.70¢	− 1.9

* By Courtesy of the Federal Power Commission.

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The objectives of the Edison Electric Institute are:

The advancement in the public service of the art of producing, transmitting, and distributing electricity and the promotion of scientific research in such field.

The ascertainment and making available to the members and the public of factual information, data, and statistics relating to the electric industry.

To aid its operating company members to generate and sell electric energy at the lowest possible price commensurate with safe and adequate service, giving due regard to the interests of consumer, investor, and employee.

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The EDISON ELECTRIC INSTITUTE BULLETIN

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CONVENTIONS AND MEETINGS

1956

FEBRUARY

2 PIP West No. Central Regional Meeting, Schroeder Hotel, Milwaukee, Wis.

2- 3 Missouri Valley Electric Association, Industrial and Commercial Sales Conference, President Hotel, Kansas City, Mo.

2- 3 EEI-AGA Conference Planning, Wm. Penn Hotel, Pittsburgh, Pa.

2- 3 PEA Transmission & Distribution Committee, Benjamin Franklin Hotel, Philadelphia, Pa.

6- 7 EEI Commercial Electric Space Heating & Air Conditioning Committee, Atlanta, Ga.

6-10 National Industrial Electric Heating Conference, Netherland Plaza Hotel, Cincinnati, Ohio

7- 8 EEI Industrial Power & Heating Group, Netherland Plaza Hotel, Cincinnati, Ohio.

7- 8 EEI Transmission and Distribution Committee, Warwick Hotel, Philadelphia, Pa.

9-10 PEA Electrical Equipment Committee, Ben Harris Hotel, Harrisburg, Pa.

9-10 PEA Relay Committee, Benjamin Franklin Hotel, Philadelphia, Pa.

9-10 PIP Inter-Regional Committee and Workshop Conference Committee, Blackstone Hotel, Chicago, Ill.

9-10 Southeastern Electric Exchange Personnel Administration Section, Buena Vista Hotel, Biloxi, Miss.

13-14 EEI Electrical Equipment Committee, Homestead, Hot Springs, Va.

15-16 EEI Commercial Lighting Committee, Shoreham Hotel, Washington, D. C.

16-17 EEI Residential Promotion Committee, EEI Headquarters, New York, N. Y.

16-17 EEI Commercial Cooking and Water Heating Committee, Biltmore Hotel, Atlanta, Ga.

16-17 PEA Systems Operation Committee, Hotel Statler, New York, N. Y.

20-21 PEA System Planning Committee, Hotel Roosevelt, Pittsburgh, Pa.

20-22 EEI Meter and Service Committee, Hotel Cleveland, Cleveland, Ohio.

23-24 12th Annual National Adequate Wiring Conference, LaSalle Hotel, Chicago, Ill.

MARCH

12-14 Southeastern Electric Exchange Annual Conference, Boca Raton Hotel, Boca Raton, Fla.

12-16 NEMA Winter Meeting, Edgewater Beach Hotel, Chicago, Ill.

15-16 EEI Industrial Relations Committee, Muehlebach Hotel, Kansas City, Mo. Jointly sponsored with Personnel Administration Committee of Missouri Valley Elec. Assn., Personnel Committees of Iowa Utilities Assn., No. Central Elec. Assn., and Southwestern Personnel Group.

18-21 ASME Spring Meeting, Multnomah Hotel, Portland, Ore.

19-22 CEA West Division Meeting, Macdonald Hotel, Edmonton, Alta.

22-23 PCEA Engineering and Operating Section, Palace Sheraton, San Francisco, Calif.

22-23 Oklahoma Utilities Association Annual Convention, Biltmore Hotel, Oklahoma City, Okla.

23-24 EEI Street Lighting Committee, Minneapolis, Minn.

26-29 22nd Annual EEI Sales Conference, Edgewater Beach Hotel, Chicago, Ill.

1956

APRIL

4- 5 16th Annual Young Men's Utility Conference, Hotel Van Orman, Fort Wayne, Ind.

6 Maryland Utilities Association Annual Business Conference, Lord Baltimore Hotel, Baltimore, Md.

11-13 Northwest Electric Light and Power Association, Engineering and Operating Section, Hotel Vancouver, Vancouver, B. C.

16 EEI Advisory and Executive Committees, Hotel Commodore, New York, N. Y.

16-18 EEI-AGA National Conference of Electric and Gas Utility Accountants, Hotels Commodore and Biltmore, New York, N. Y.

18-19 Pacific Coast Electrical Association, Administrative Services Section, Huntington Sheraton Hotel, Pasadena, Calif.

18-20 Missouri Valley Electric Association, Engineering Conference, President Hotel, Kansas City, Mo.

19 EEI Industrial Relations Committee, EEI Headquarters, New York, N. Y.

30-May 2 EEI Engineering Committees, Edgewater Beach Hotel, Chicago, Ill.

MAY

2- 4 EEI Accident Prevention Committee, Sheraton Hotel, St. Louis, Mo.

7- 9 EEI Purchasing and Stores Committee Annual Meeting, Sheraton Plaza Hotel, Boston, Mass.

7- 9 Air Conditioning and Refrigeration Institute Annual Meeting, Homestead, Hot Springs, Va.

8 EEI Commercial Electric Cooking Conference, Sheraton Hotel, Chicago, Ill.

9 ECAP Copy Group Meeting, Philadelphia, Pa.

10-11 PUAA Annual Convention, Philadelphia, Pa.

14-16 Pacific Coast Electrical Association Annual Convention, Las Vegas, Nev.

17 EEI Industrial Relations Committee, Willis E. Hughes Memorial, Rochester, N. Y.

17-18 PEA Electrical Equipment Committee and Relay Committee, Hotel Wm. Penn, Pittsburgh, Pa.

21 EEI-AGA Orientation Meeting, Headquarters, New York, N. Y.

21-23 Northwest Electric Light and Power Association, Business Development Section Meeting, Benjamin Franklin Hotel, Seattle, Wash.

JUNE

4- 7 24th Annual EEI Convention, Atlantic City, N. J.

7- 9 Air Conditioning and Refrigeration Institute Annual Meeting, Homestead, Hot Springs, Va.

17-18 PEA Electrical Equipment and Relay Committees, Hotel Wm. Penn, Pittsburgh, Pa.

17-21 ASME Semi-Annual Meeting, Statler Hotel, Cleveland, Ohio

17-22 59th Annual Meeting American Society Testing Materials and 12th Apparatus Exhibit, Chalfonte-Haddon Hall, Atlantic City, N. J.

18-20 Canadian Electrical Association Annual Convention, Manoir Richelieu, Murray Bay, P. Q.

21-23 Northwest Electric Light and Power Association, Accounting and Business Practice Section, Multnomah Hotel, Portland, Ore.

24-26 Wisconsin Utilities Association Accounting Section Convention, Schwartz Hotel, Elkhart Lake, Wis.

24-27 Michigan Electric Association Annual Convention, Grand Hotel, Mackinac Island, Mich.

The EDISON ELECTRIC INSTITUTE
BULLETIN

The Electric Industry in 1955

By Harllee Branch, Jr.
President, Edison Electric Institute, and
President, Georgia Power Company

THE year 1955 set new high records for the generation and sale of electric power, indicating that the electric industry will henceforth exceed its past record of approximately doubling in size every ten years.

Generation

Electricity generation by all components of the electric uitlity industry totaled 545 billion kilowatthours, an increase of 73 billion over 1954. Electricity sales totaled 479 billion kwhr, up 68 billion over 1954. Percentage-wise the increases were 15.5 per cent for generation and 16.6 per cent for sales. In both cases quantity and percentage increases were the highest for any post-war year.

Generating capability reached 120 million kilowatts by the end of the year. The 12½ million added during 1955 broke all annual installation records and brought generating capability up 11.6 per cent over 1954.

In addition to generation by the electric utility industry, another 78 billion kwhr were produced by industrial and railway plants bringing the grand total to 623 billion kwhr generated in the U. S. A., an amount representing better than 40 per cent of all electricity produced on the globe.

Striking Gains in the Decade

Striking gains were also made for the decade as a whole:

The ten-year increase in generation for the industry alone was 323 billion kwhr over 1945. Percentage-wise, generation increased 145 per cent in the ten-year period.

The ten-year sales increase was 285 billion, a 147 per cent increase over 1945.

The ten-year net increase in generating capability was 70 million kw, a 140 per cent increase over the total 1945 capability.

Generating Capability

Of the 12½ million kilowatts of generating capability added during the year 1955, the investor-owned companies installed 8.1 million kw. Three million, seven hundred thousand kw were installed by the Federal government and the remainder by local governmental agencies and cooperatives.

During the next ten years it is estimated that an additional 95 to 112 million kw will be added to the present total. Somewhat more than 28 million of this capacity is already scheduled for installation, with about 15.6 million due to go in service during 1956 and 1957. Of the 28 million presently scheduled, 22 million is planned for installation by the investor-owned companies and 3.5 million by the Federal government.

The gross margin between generating capability and peak power demand in 1955 was 20,650,000 kw or 20.8 per cent for the country as a whole, as compared with 18,800,000 kw or 21.2 per cent in 1954. Growth in December peak demand was 12 per cent, as compared with 9.2 per cent in 1954, and 7.6 per cent in 1953.

Atomic Power

Since the start in September, 1954, of construction on the Shippingport, Pa., atomic power plant, due to be put in operation in late 1957 by the Duquesne Light Co., investor-owned companies have made definite plans to construct five additional nuclear power plants. These plants, with the Duquesne installation, will have total capability of approximately 900,000 kw and will be built at a cost to the companies of over $225 million. Completion of these plants is expected between 1959 and 1962. Two of the plants will be constructed by individual companies, while the other three will be undertaken by groups of companies in joint efforts.

Investment and Construction Expenditures

Investment in plant and property of the electric companies exceeded $30 billion at the end of 1955. At the beginning of the decade it was less than $12½ billion.

Construction expenditures by the investor-owned electric companies in 1955 totaled $2,750,000,000, as compared with the $2,835,000,000 expended in 1954. Expenditures during the past decade have averaged $2,100,000,000 per year, with approximately 64 per cent of the funds provided by new capital and the remainder from internal funds.

Construction expenditures over the next ten years are expected to be more than 50 per cent greater than in the past decade, with an average of over $3 billion a year, ranging up-

ward from the current rate to about $4 billion a year by the end of the period.

Approximately $1,600,000,000 of 1955 construction financing was obtained from the sales and delivery of securities. The remainder was drawn from internal sources and short term borrowing. Bond sales and deliveries in 1955 totaled $1,020,000,000; common stock, $355,000,000; and preferred, $225,000,000.

Ownership of the Electric Industry

Ownership of the electric industry continued its spread in 1955. Stockholders alone are now computed to be around 3.7 million, while those with indirect financial interest in electric company operations represent nearly the whole of American life. The 93 million life insurance policyholders and the more than 20.5 million depositors in mutual savings banks are examples of such indirect ownership, as are the members, shareholders, or policyholders in various charitable and fraternal organizations, religious and educational institutions, foundations, etc., which also are holders of public utility bonds.

Electricity Sales

Of the 479 billion kwhr sold in 1955, sales to industrial customers totaled 247.8 billion kwhr, a 23.8 per cent increase over 1954. A substantial part of the industrial increase was due to sales for atomic energy purposes. Residential sales were 120.5 billion kwhr, an 11.1 per cent increase, and sales to commercial customers were 80.5 billion kwhr, a 9.7 per cent increase. Sales to other customer categories totaled 30.2 billion kwhr.

Electricity in Reach of Nearly Everybody

Customers totaled 52.6 million at the end of 1955. The increase was 1.4 million over 1954. The number of customers increased 55 per cent over the ten-year period, with the greatest annual increase in number of customers occurring during the first half of the decade. For several years electricity has been in reach of nearly every American home, with over 98 per cent of occupied homes, urban and rural, now connected for service.

Phenomenal Increase in Household Use

The steadily increasing popularization of major electrical appliances, the almost universal use of promotional rate schedules, and in recent years, particularly, the rapid expansion of home air conditioning have been important factors in the phenomenal annual increases in household use of electricity. Average use of electricity per domestic customer in the United States totaled 2755 kwhr in 1955, an increase of 206 kwhr over the 1954 average. The ten-year average annual increase in use was 152.6 kwhr, as compared with 55 kwhr in the preceding decade. The ten-year increase was 124 per cent.

In a decade of advancing costs, prices, and incomes, the average revenue per kilowatthour sold to domestic customers dropped from 3.41 cents per unit in 1945 to 2.64 cents in 1955, a 22.6 per cent decrease in the ten-year period. The 1954 average revenue was 2.69 cents per kwhr. This apparently unique price per unit record was made in the face of fairly general but modest rate increases, and resulted mainly from expanding consumption of electricity by the domestic consumer and the promotional character of rate schedules. Additional factors in holding costs down were continuing refinements in equipment, operational improvements and efficiency increases in the new generating plants.

Rate Increases

Four hundred and fifty-four applications for rate increases were made by the electric companies from 1946 through the first 11 months of 1955, according to records of the Edison Electric Institute. Of these, 419 applications were granted, 9 are pending action, 11 were withdrawn, and 15 denied. The 1955 record shows 28 actions by the commissions. Applications pending are 7. Nineteen applications were granted and two denied.

These actions indicate that the effects of postwar inflation on construction and operational costs and tax payments are generally recognized by regulatory commissions, through the approval of rate adjustments necessary to insure the financial strength on which continuance of adequate electric service to the nation depends.

Increases in Revenue

Gross revenues of the investor-owned electric companies totaled $6,915,000,000 in 1955, an increase of 9.6 per cent over 1954. This sum was a 130 per cent increase over the gross revenues in 1945. Net income was $1,246,000,000, an increase of 8.3 per cent over 1954 and 129 per cent over 1945.

Taxes

Federal taxes for the first time exceeded one billion dollars. Total taxes, for the sixth straight year have been the largest item of investor-owned electric companies' expenses. In 1955, taxes, Federal, state, and local, consumed $1,631,000,000 of electric operations revenues, or 23.6 per cent. Taxes increased 13.5 per cent over 1954. Federal taxes were $1,003,000,000 and state and local totaled $628,000,000.

Tax Inequities

Taxes from electricity suppliers would have totaled approximately two billion dollars if all power suppliers had been on an equitable basis. However, 11.3 million electricity consumers, or 21.5 per cent of the users of electric power, enjoyed subsidies—not shared by the 41.3 million other customers—by escaping the Federal and some or all of the other tax elements of their electricity bills through their purchase of electricity from Federal, state, and municipal suppliers. These were customers of government-subsidized power organizations. Such favored producers and sellers of electricity would have paid over $350,000,000 as their share of taxes, if they had been served by investor-owned companies.

Other Expenses

Wages and salaries totaled $1,274,000,000 in 1955, an increase of 4.0 per cent over 1954. Fuel, third highest item, was $1,098,000,000, an increase of 11.2 per cent from 1954.

Advances in Generating and Transmission Efficiencies

The average fuel conversion efficiency of the steam-electric plants has been greatly increased in recent years. In 1945, 1.30 pounds of coal were required, on the average, to

produce a kilowatthour of electricity. In 1955, the figure was only 0.95 of a pound—a reduction of 27 per cent. The newer plants do even better than that. A generating plant now under construction is expected to use only three-fifths of a pound of coal per kwhr of generation.

Transmission lines operating at 330,000 volts are now in use. A double circuit line of this type is estimated to have a capacity of more than eight times as great as that of a double circuit 132,000 volt line, which is a type now widely used.

Resistance to Government Encroachments

(1) Socialized power was defeated in a dramatic election held November 22 in Stevens County, Washington. There, 72 per cent of the voters cast their ballots in favor of The Washington Water Power Co. against the local Public Utility District. The issue was whether the company would sell its facilities in the county to the Public Utility District or whether the Public Utility District would sell out to the company. This is said to be the first election where local voters have been given a clear-cut choice between government ownership and private enterprise. The courageous and forthright offensive waged by President Kinsey Robinson and his associates of The Washington Water Power Co. resulted in a defeat for government power which shows that the investor-owned utilities can win whenever and wherever the voters are fully informed.

(2) The Dixon-Yates episode, which has been counted by many as a defeat for private enterprise, nevertheless revealed for the first time the brazen and grasping purpose of the TVA advocates to hold on to their electric power subsidies at the expense of the rest of the nation. This was a really significant achievement.

(3) The investor-owned electric industry has demonstrated its continuing willingness and ability to build large hydroelectric developments wherever economically justified. The Hell's Canyon proposal of the Idaho Power Co., the Alabama Power Co.'s proposed development of the Coosa and Warrior Rivers, and the Pacific Northwest Power Co.'s proposal to construct two additional developments on the Snake River below Hell's Canyon, are notable examples. They refute the repeated claims of the government proponents that private enterprise can't or won't do the job.

(4) The willingness of the industry to enter into partnership arrangements with the government for hydroelectric developments on a joint participation basis has been demonstrated by the Trinity River and John Day proposals.

(5) The tenacity and courage with which the electric companies have continued their fight to develop the Niagara Falls site has up to now, at least, prevented a giveaway of that project to the subsidized power interests.

More important than any of the other hopeful signs are the evidences of a growing willingness on the part of utility managements to stand up and fight for the rights of their companies and their customers, and an increasing public awareness of certain basic facts which have been long overlooked or else obscured.

Basic Misconceptions

One of the basic misconceptions now on the way to being corrected is the oft-asserted postulate that since our waterways are a natural resource, only the government should develop them. Our coal and oil reserves, iron and copper deposits, forests and fields are also natural resources; and whereas the electric industry uses only the energy of falling water, neither detracting from its quantity nor altering its physical characteristics, the developers of most of our other natural resources are compelled to draw upon and deplete original supplies. A public, which has no intention of seeing

(*Continued on page* 20)

Vennard to Become Managing Director Of Edison Electric Institute

The Board of Directors of the Edison Electric Institute has selected Edwin Vennard for the office of Vice President and Managing Director of the Institute to become effective upon the retirement of Colonel Howard S. Bennion on June 1, 1956, it has been announced by Harllee Branch, Jr., President of the Institute.

Mr. Vennard will join the Institute on or about March 1, 1956, as a Vice President.

One of the most widely-known executives in the electric utility industry, Mr. Vennard has been President of the Middle West Service Co., Chicago, since 1953. As an executive of that company for nearly 20 years, he has been a leading consultant on public utility economics, new business, rates, and public and employee relations.

Before joining the Middle West organization, he worked for a year in the General Electric Co. Testing Department, and later for Gulf States Utilities Co. His next position was that of general commercial manager in charge of sales and rates for Southwestern Gas & Electric Co., Shreveport, La., from 1927 to 1933.

Prominent in trade association activities for many years, Mr. Vennard's services to the electric industry include the Chairmanship of the Commercial Division of Edison Electric Institute in 1942-44, of the Modern Kitchen Bureau in 1942, and of the Sales Executives' Conference in 1950.

Mr. Vennard was born in New Orleans in 1902 and is an engineering graduate of Tulane University.

National Electrical Week Committee Announces Plans for Observances

Edison Birthday Week Selected for Annual Designation

THE week of February 5, 1956, has been designated as NATIONAL ELECTRICAL WEEK, Merrill E. Skinner, Chairman of the National Electrical Week Committee and Vice President, Union Electric Company of Missouri, St. Louis, Mo., announced recently in New York.

First conceived by the International Association of Electrical Inspectors, National Electrical Week will be observed annually as a coordinated project under the sponsorship of all major segments of the electrical industry.

Objectives of Week

The objectives of this significant week were described by Mr. Skinner as follows:

(1) To focus attention on the contributions of electricity to our American Way of Life and on the contributions toward the economic strength of our country by the organizations which make up the electrical industry.

(2) To emphasize the contribution to safety that can be accomplished through adequate electrical wiring installations.

(3) To encourage the appropriate recognition of electrical pioneers, from whose inventive genius came so many contributions to the industry as we know it today, by selecting for this annual event the week in which falls the birthday of Thomas Alva Edison, who typifies such pioneers.

Sponsoring Organizations

Mr. Skinner announced that the program will be sponsored by nationally recognized organizations in the electrical industry and who have active representatives on the National Electrical Week Committee. The following organizations are now represented on the Committee:

Air Conditioning and Refrigeration Institute

Edison Electric Institute

International Association of Electrical Inspectors

International Association of Electrical Leagues

National Appliance and Radio-TV Dealers Association

National Association of Electrical Distributors

National Electrical Contractors Association

National Electrical Manufacturers Association

Endorsement Invited

In addition, endorsement of the Week will be invited from other groups interested in the objectives of National Electrical Week and willing to recommend support of it by their memberships.

Initially, National Electrical Week will be observed on a local level basis in 1956, with utility companies, electrical manufacturers, inspectors, leagues, dealers, distributors, and contractors sparking community and regional-wide programs.

Local Activities Program

The program of local activities will include:

1. Proclamations by local municipal or government authorities. In addition, steps are under way to secure official endorsement of National Electrical Week by the national government.

2. Distribution through schools of a Home Electrical Inspection Report. This is a highly appropriate way to celebrate Electrical Week. The report was originated by the International Association of Electrical Inspectors, who can furnish anyone interested with the appropriate copy for such a report form and information as to how it can be used. The Electrical Association of Detroit, who used this particular program extensively in 1954, can also furnish information.

3. A speakers' bureau to address local civic club programs on electrical subjects.

4. A civic luncheon or dinner with an outstanding speaker representing the electrical industry.

5. Special Sunday newspaper sections on February 5th.

6. Kick-off for spring activities, such as spring showings of new electrical equipment, spring sales campaigns, and model homes, home shows, or electrical expositions.

7. Formal dedication ceremonies of recently completed projects by local elements of the electrical industry, such as power plant additions or major substations, and new operating headquarters for utilities, distributors, or other units of the industry.

8. Open house by electrical firms for employees, for neighbors, and for the public at large.

Plans for 1957

Plans for 1957 call for greatly expanded activities on a national level. Such plans, to be formulated by the National Electrical Week Committee during the current year, will be directed toward focusing the public's attention on the contribution that electricity makes toward more comfortable and convenient living—the economic strength of our country—and recognition of the inventive genius of many great electrical pioneers.

The Committee is currently working on a guide book to be available for use in 1957 and future years that will suggest additional appropriate ways for participation in National Electrical Week.

Committee headquarters for National Electrical Week will be 290 Madison Avenue, New York 17, New York. In addition to Chairman Skinner, the officers include: Vice Chairman, Col. S. R. Todd, President, International Association of Electrical Inspectors, 612 N. Michigan Avenue, Chicago 11, Illinois; and Secretary, Arthur W. Hooper, Executive Director, National Association of Electrical Distributors, 290 Madison Avenue, New York 17, N. Y.

Report of EEI Committee on Atomic Power, December 14, 1955

By Edgar H. Dixon

Chairman, EEI Committee on Atomic Power, and President, Middle South Utilities, Inc.

THE standing Committee on Atomic Power of the Institute was formed early in 1953 for the purpose of continuing the work of a special committee on Atomic Energy which had come into being in 1952. The first step which the committee took was the preparation of a letter to the Atomic Energy Commission, which was signed in 1953 by President Walter Sammis, advising the Commission of the interest on the part of our industry in developing atomic energy as a source of electric power in this country. On two occasions thereafter, the Institute was invited by the Joint Committee on Atomic Energy to testify on the subject of revision of the Atomic Energy Act of 1946.

Amending the Act

In July and again in November of 1953, as chairman of this committee, I testified on behalf of the Institute relative to the need for amending the Act so as to broaden industrial participation and use of private capital in the atomic power program. At the invitation of the Joint Committee, our committee prepared and submitted, in November, 1953, and again in May, 1954, specific recommendations for amendment of the Act. Certain of our recommendations, particularly on the subject of permitting industry to obtain workable licensing arrangements for the development of power reactors, were incorporated in the Atomic Energy Act of 1954. On the other hand, one of our important recommendations, which had to do with the disposal of by-product energy produced by facilities owned by the United States, was not accepted. Instead, the Act contains a preference clause governing the disposal of such electric energy. I will come back to this matter in a moment.

At our committee meeting today we discussed at some length the matter of how the committee can render the most effective service to our industry. We have periodically considered the value of disseminating to the Edison Electric Institute membership information relating to current developments in the atomic power field. We concluded today, however, that the subject is covered so completely by the press and other regular informational sources that such an undertaking by our committee would largely be a duplication of other efforts and thus would have very little value.

Other Committees Examined

We have also examined the work of other committees of the Institute whose specialized activities relate to some phase of atomic power. The Prime Movers Committee has established an atomic power subcommittee. It has the function of keeping the Prime Movers Committee informed of atomic power developments that are of interest principally to engineers in our industry. The Insurance Committee has established an atomic power subcommittee for the purpose of keeping that committee informed on matters relating to the insuring of nuclear power plants. We commend the action of those two committees in forming subcommittees for this specialized work. We note that the Accident Prevention Committee, which is concerned with safety and accident prevention, has not established a subcommittee to study the special problems involved in safety as regards nuclear power plants. Our committee recommends that the Accident Prevention Committee give consideration to the formation of such a subcommittee.

Preference Clause Included

The inclusion in the Atomic Energy Act of 1954 of a preference clause governing disposal of electric energy produced at facilities of the Commission is unfair to customers of the investor-owned power industry, particularly in view of the recent opinion of Attorney General Brownell which was inspired by the Clark Hill controversy. Section 44 of the 1954 Act, with reference to electric energy produced at facilities of the Commission, states in part:

> "In contracting for the disposal of such energy, the Commission shall give preference and priority to public bodies and cooperatives or to privately owned utilities providing electric utility services to high cost areas not being served by public bodies or cooperatives. Nothing in this Act shall be construed to authorize the Commission to engage in the sale or distribution of energy for commercial use except such energy as may be produced by the Commission incident to the operation of research and development facilities of the Commission, or of production facilities of the Commission."

Our committee favors amendment of the 1954 Act so as to provide a non-discriminatory means for disposal of electric energy to take the place of that now prescribed by Section 44.

Minimizing Inequities

There are some things that the committee believes will tend toward minimizing the inequities of the preference clause as now contained in the 1954 Act. As we size it up, the attitude of the AEC seems to be that each of the principal power reactor designs which the AEC has selected for development should be pursued through the building of one or more demonstration units of fairly substantial size. A program of this general type appears to be aimed at maximum advancement of the art of generating electricity from atomic energy. The committee feels that to the extent our industry continues to go forward with plans for the construction of demonstration reactors with private capital, the AEC will be relieved of the responsibility of using government funds for this pur-

pose. If our investor-owned utilities continue their present willingness to invest in developmental atomic power installations, the number of AEC-owned reactors, to which the preference clause of Section 44 applies, will be minimized.

Building Plans

We are happy to report that plans have been made for the building of large-size demonstration reactors based on the principal designs thus far developed by the AEC. Four of these are being financed by investor-owned utilities and the fifth is to be financed in part by a public utility district. As to the latter, it was recently announced that the AEC presently plans to provide a substantial amount of the capital costs. As other promising reactor designs are developed, we feel confident that our industry will again be ready to undertake a major responsibility for their commercial development with private capital.

Invitation Significant

One of the significant steps the AEC has taken toward the development of nuclear power was their invitation of September 21st for organizations, whether privately financed or government financed, to make proposals for building nuclear power plants with electric capacity of from 5,000 to 40,000 kilowatts. Under this proposition the AEC offered the same three types of financial assistance which it had previously offered under its large-scale power reactor demonstration program that was announced in January of this year. In the case of the small-scale reactors, however, the Commission included a fourth type of assistance which was stated as follows:

> "Financing and retaining title to all or part of the reactor system. The nature of this type of assistance will determine whether the energy generated in the reactor will be subject to disposition in accordance with Section 44 of the Atomic Energy Act of 1954 and its provisions regarding disposal of energy from utilization facilities of the Commission."

Present indications are that the economics of power reactors of the 5,000 to 40,000 kilowatt size may for some time be adverse in virtually every section of this country. As the art advances, however, the economics of reactors in this size range undoubtedly will improve. With this prospect in mind, we urge that our industry, particularly the smaller utility companies, perhaps by group action, actively study the possibilities of undertaking the building of small reactors as part of this program. This will not only give the smaller groups an opportunity to participate in developing reactor units of a size in line with their possible use, but it should lessen the inequitable effect of the preference clause by assuring that private capital to the fullest possible extent is cooperating in the development of each promising reactor design, whether large or small.

World-wide Attention

The committee wishes to take note of the world-wide attention, largely as a result of the Geneva Conference, currently being given to thermonuclear fusion as a prospective source of heat for electric power generation. Even though the commercial use of this heat source may be down the road, our industry cannot afford, in the discharge of its duties and responsibilities to its respective areas, to its consumers, and to its investors, to stand by without thoroughly exploring the entire subject. This should contemplate studying the basic problems, the research and developmental work under way, and the effect of that both on current technologies of generating power and on the technology of nuclear fission power just on the threshold of development. It cannot afford to overlook any of these opportunities in view of the tremendous investment represented by its present plant and facilities, in view of the sizable investment already committed to the development of power by nuclear fission and the further commitments to the development of that art that will undoubtedly be made in the coming years. If the industry is to judge wisely and soundly in all these matters, it is important that it have the maximum opportunity to look beyond the present atomic projects; that it be able to look just as far as human thought presently can visualize new methods and procedures for the generation of energy.

Accordingly, the committee has in mind considering an approach to the Atomic Energy Commission with a view of arranging for representatives of our industry to thoroughly familiarize themselves with the entire subject of thermonuclear fusion, with its present state, and on a continuing basis as developments evolve.

In conclusion we wish to state that the Committee on Atomic Power intends to continue to function for the present on what might be termed an alert, look-out basis, scanning the horizon for every kind of new development in the atomic field and keeping itself in readiness to consider problems as they appear and to inform the industry of them and to urge specific action where such action is indicated. It is our view that such problems will become more numerous and complex as the art advances. If any of you have any suggestions from time to time as to how this committee might better serve the industry, such suggestions will find us with a ready ear.

New "I Want to Know . . ." Available from EEI

THE electric industry's progress in all phases of its operations—greatly expanded generating facilities, rapidly increasing sales, and improved operating efficiency—has resulted in a growth trend of such sustained vigor that few parallels to it can be found in the nation's industrial history. This development is traced, in text and tabular form, in the 1955-1956 edition of "I Want To Know About the Electric Industry," an information booklet just published by and available from EEI. Quantity prices will be supplied upon request.

Included in the expansion picture presented in this fact book are revised data on growth of capacity and production, the financial investments on which this growth is based, and the prospects for continued future expansion. The utilization of atomic energy in the production of electricity —its present status and future possibilities—is discussed in some detail, including the problems involved in the transition from the use of ordinary fuels to nuclear energy.

New HOUSEPOWER Campaign Is Aimed at Wiring Bottleneck in Homes

THE new advertising and publicity program aimed at the wiring bottleneck in American homes, and approved by the EEI Board of Directors at its meeting last month, was outlined to the press in New York on January 10.

The program objective is to impress home owners with the need for modernizing their house wiring to meet new demands created by the addition and use of an ever increasing number of modern electrical home appliances.

Nation-wide Cooperation

Nation-wide cooperation at all levels in promoting the HOUSEPOWER campaign is a primary consideration in the program.

Speakers at the press conference were B. L. England, President, Atlantic City Electric Co.; Carl T. Bremicker, Chairman, Executive Committee, National Adequate Wiring Bureau; and E. O. George, Chairman of the Wiring Promotion Committee of the Institute.

Centered around the theme of HOUSEPOWER, the program will have next May as its initial target date, and the up-grading of home wiring to "take the maximum advantage of low-cost electricity for better living" as its goal.

Media Selected

Plans to emphasize the HOUSEPOWER theme and the objectives of the campaign call for extensive magazine, newspaper, and television promotion by electric utility companies, electric manufacturers, contractors, and dealers. The hard core of this campaign is a concentrated schedule of advertisements to appear in *Better Homes and Gardens*. The advertising agency of Fuller & Smith & Ross has been retained as counsel for the campaign.

Present plans also call for use both of Dave Garroway's "Today" and Arlene Francis' "Home" NBC network television programs to help carry the better-wiring drive to American home owners.

In addition to print and air media support, EEI plans a national HOUSEPOWER contest for home owners. The contest will run from May through September, 1956, and will offer winners hundreds of appliance merchandise prizes and a $10,000 cash grand prize. Based on multiple choice questions dealing with house wiring, plus an entrant-written statement, the contest will be locally sponsored as well as national in character.

Besides advertising and promotional support at the national level, the Institute has planned a program of local tie-in activity to publicize the HOUSEPOWER idea at the local and regional levels.

The program is expected to awaken wide interest and stimulate coopera-

The HOUSEPOWER Program

1. THEME OF CAMPAIGN

HOUSEPOWER . . . a new word coined to imply benefits of adequate wiring to the home owner in a non-technical way. It provides the entire electrical industry with a practical, usable expression to promote adequate wiring in existing homes.

2. SPONSORED BY—

Edison Electric Institute and designed to add weight to all existing programs on adequate wiring.

3. RESEARCH BEHIND PROGRAM

— Motivation study of consumer attitudes sponsored by National Electrical Contractors Association.
— Correlation of all wiring studies by manufacturers, associations, and utilities.
— Field survey of local adequate wiring programs.

4. MARKET

Contains at least 20 million homes needing rewiring. Is increasing.

5. HOME OWNER

Is uninformed, thus needs mass education on rewiring.

6. HOW PROGRAM WORKS

HOUSEPOWER to be launched in May, 1956, in *Better Homes and Gardens* and newspapers. "Today" and "Home" NBC-TV shows—with Garroway - Francis respectively—to promote HOUSEPOWER nationally to 10 million viewers weekly. A $100,000 consumer contest to run May through September. 1800 appliance prizes and $10,000 cash first prize. *Local promotion at all levels is key feature of this program.*

7. WHAT PROGRAM WILL ACCOMPLISH

HOUSEPOWER will stimulate a new and better way of life . . . electrically . . . for the American home owner. It will increase the more economical use of electricity . . . make more work for the electrical contractor . . . dealer . . . distributor . . . boost appliance sales . . . provide new business for all concerned in the electrical industry . . . promote the over-all national economy.

tive efforts by all in the electrical industry who are affected by this wiring bottleneck. The utilities themselves, electrical manufacturers of all types, electrical contractors, distributors, and dealers are sure, Mr. George feels, to be enthusiastic in their support of the HOUSEPOWER theme. Throughout the life of the campaign, it will be constantly stressed by everyone taking part that HOUSEPOWER is a term and a theme that describes better living through proper wiring and the use of modern electric appliances.

The Great Need

By Bayard L. England

President, Atlantic City Electric Company

WE in the electric utility industry today face a very serious problem—that of finding a way to improve the wiring in both old and new homes—in the 42,000,000 present homes with not enough wiring for today *and for tomorrow* and the 1,000,000 new homes being built each year, many of them with wiring inadequacies.

We are in trouble. This is partly because so many homes are old—67 per cent of today's homes are more than 20 years old; 50 per cent more than 30 years old—and it's partly because of the skimpy wiring that goes into new homes.

The result is that wiring troubles are showing up everywhere.

—Appliances won't operate effectively.

—TV pictures shrink, flicker, and grow dim.

—Fuses blow frequently.

—Major appliances such as the electric range, dryer, water heater and air conditioner cannot be installed.

Ways Company Loses

Forty-three per cent of today's homes have only two-wire service entrances. Because of inadequate wiring the customer can't have the appliances he would like to use; the dealer loses appliance sales; the builder loses an opportunity for increased sales appeal. But the electric company loses most. It loses in four ways:

1. Loses revenue because of reduced appliance purchases.

2. Loses good will because the public is not getting proper service and blames electric companies for low voltage rather than recognizing insufficient home wiring as the real cause.

3. Loses competitive position because lack of wiring limits market for electric appliance sales.

4. Increases service costs because of the increase in number of fuse calls, voltage inquiries, and other related service calls.

Lack of hard-hitting sales effort has permitted these wiring troubles to creep up on us. These troubles have brought the wiring problem into focus which has resulted in some action by the electrical industry. This action includes:

Increased promotional materials by National Adequate Wiring Bureau.

Scattered national advertising by manufacturers and trade associations.

Limited publicity by trade and consumer magazines.

Varying local wiring promotional programs of electric companies.

These wiring promotional activities haven't begun to do the job. Up until now very little impact has been made and the wiring problem keeps getting bigger. However, at long last there is an awareness of the wiring problem among all branches of our industry.

Statement by Carl T. Bremicker

Chairman, Executive Committee, National Adequate Wiring Bureau

THIS campaign will provide the tremendous impact upon the public which all interests concerned with the Adequate Wiring movement have hoped would develop over the years. It is especially timely this year, because of the emphasis which is being placed on home improvement. The HOUSEPOWER campaign will focus attention on *electrical* home improvement—and that is where the Executive Committee of the National Adequate Wiring Bureau wants its emphasis placed this year.

And, in addition, this campaign, launched by one of the Bureau's five sponsor-organizations, gives the Bureau a terrific opportunity to carry out one of its primary functions—that of coordinating all of the adequate wiring educational and promotional activities which might be undertaken by any of the sponsors. In keeping with this concept, all of the new promotional materials and the national advertising which will emanate from Bureau headquarters during 1956 will be coordinated with the HOUSEPOWER campaign.

At the 12th Annual National Adequate Wiring Conference, which the Bureau will sponsor in Chicago on February 23-24, a special presentation by EEI and the Bureau will demonstrate the way in which this campaign and other adequate wiring campaigns can be coordinated at both the national and local levels—and their effectiveness multiplied. At this same conference, two outstandingly successful local wiring modernization sales programs will be explored in detail—providing another practical demonstration of the way in which local electrical industry groups can take advantage of the public interest in wiring modernization which the HOUSEPOWER campaign and the Bureau's own national advertising will develop.

The EEI Wiring Promotion Committee has taken a close look at present wiring promotion programs. We believe three things must be done to make present efforts more effective: increased sales action, increased industry teamwork, and increased research.

It takes leadership to fill these needs. We believe that now is the time for the Institute to step into the wiring promotion picture and to give it the direction it must have. Electric companies are looking to the EEI for aids in planning and implementing their local wiring program, for bringing about a greater degree of industry support, and for providing answers that require broad research. Without this leadership the problem will become progressively worse. It can only be lessened by an organized approach and recognized direction, under EEI leadership.

The HOUSEPOWER Campaign

By E. O. George

Manager of Sales, The Detroit Edison Company, and Chairman, EEI Wiring Promotion Committee

IN the HOUSEPOWER campaign for modernizing of house wiring, the Edison Electric Institute will use the same tested techniques that have made other EEI commercial programs increasingly effective and popular and at low out-of-pocket cost—programs that are, in the main, carried out at the local level by electric companies using EEI plans and sales aids.

In addition, however, a National Advertising Program is being provided as a backdrop for more effective selling of wiring at the local level. We believe that national advertising will help to establish good wiring as a hallmark of quality in homes, creating consumer acceptance and demand that will greatly increase the effectiveness of local wiring promotion programs. We believe that national advertising will unite local campaigns into a great single national campaign with unity of name, theme, and symbol. The prestige of a National Advertising Program will attract even greater cooperation from such groups as manufacturers, distributors, dealers, builders, and contractors.

Emotional Ingredient

Therefore, we sought and found, first of all, an emotional ingredient that gives new meaning and momentum to the complicated concept of adequate wiring—a wonderfully simple way to express an inherently cold and mechanical subject. It has a warm, natural, built-in association for the home owner. It says quickly what adequate wiring means rather than what it is. This vital new concept has been capsulized in a single word HOUSEPOWER. In these three simple syllables is compressed the whole meaning and implication of a fuller life in a better home through electrical adequacy. The HOUSEPOWER concept means a home that is generously equipped with electrical servants—a home that has the power adequacy to supply these servants—a home to be proud of—a home with superior values, economically and socially.

Designed for Tie-in

The National Advertising Program is designed for maximum manufacturer-tie-in. The hard core around which this entire 1956 wiring program is built is a series of seven ads (16 pages) in *Better Homes and Gardens*, starting with a four-page insert in a gigantic omnibus "Electrical Modernization Issue" in May. Smashing double page spreads every month through November complete it. This campaign lays down the exciting new concept of HOUSEPOWER in five different variations on the bold and continuing track broad enough to attract manufacturers of all kinds of electrical products, and trade groups.

The five variations of the HOUSEPOWER theme which EEI will direct towards the home owner in *Better Homes and Gardens* in 1956 are:

In May, basic education on HOUSEPOWER and what it means in terms of your home electrical system.

In June and July, "You can't run today's home on yesterday's HOUSEPOWER." The story of appliance growth and wiring standstill.

In August and September, "Does low HOUSEPOWER make your housework seem endless?" The story of inefficient appliances.

In October, "Symptom of low HOUSEPOWER." The fusebox story.

In November, "Check your HOUSEPOWER with this simple 'Breakfast Test.'" A sure-fire do-it-yourself test of wiring, coordinated with national television demonstrations of the same test.

This advertising without consumer action, however, would be fruitless. To ask consumers to "send for a booklet" is a weak way to seek action. But to give the home owner the exciting proposition that he may "win $10,000 cash and one of 1600 wonderful appliances" just by learning about his HOUSEPOWER, passing a simple 20 minute quiz and sending in an entry, this is an attractive motivating offer—a $100,000 Home Owner HOUSEPOWER Contest.

H O U S E P O W E R is intriguing. Learning about it is interesting. But to win wonderful prizes just for learning about it—this is motivating to action. And a popular multiple choice quiz and all the answers right in the ads.

Readers are given a powerful incentive:

To read and learn about HOUSEPOWER.

To analyze their own situation.

To take the first step toward wiring modernization.

So, a big, important part of the early *Better Homes and Gardens*' ads is the "How's Your HOUSEPOWER?" Contest.

All of these EEI ads will be signed "Your Electrical Industries sponsoring HOUSEPOWER."

And to bring HOUSEPOWER to the local level there will be powerful newspaper advertising by electric

utility companies, manufacturers, contractors, and dealers reaching and selling at the local level.

Behind this campaign and following the contest period to sustain and intensify interest in HOUSEPOWER, the HOUSEPOWER story is expected to appear on television twice every week on "Today" with Dave Garroway, reaching seven million different viewers on 90 stations with a warm, friendly message on the importance of HOUSEPOWER, and twice a week, Arlene Francis on the "Home" show educates the home owner by demonstrating the advantages of adequate wiring. Garroway and Francis together reach 10 million homes per week.

Materials Provided

To aid electric companies in the local promotion of HOUSEPOWER, EEI will provide the following materials:

More and better sales tools—tools not now available through other sources. Included will be consumer materials such as radio and television shorts, a 16 mm movie, display materials, consumer booklets, display boards, and package programs for trade allies—all having a high degree of sales appeal and produced on a cost recoverable basis.

A training program on how to sell more advanced house wiring—training that can be given to contractors, dealers, distributors, builders, architects, and electric company personnel. This program is being developed in close cooperation with the National Electrical Contractors Association.

More and better intra-industry communications. More information about wiring sales techniques by regional and local workshops, a monthly newsletter and a digest containing the highlights of electric company promotion programs. This digest, serving as a check list and giving examples, will make it easier for local electric companies to prepare a comprehensive wiring sales plan.

The EEI will also seek more wiring publicity by providing press releases for placement by local electric companies. To assist in focusing national attention on wiring a coordinated industry calendar of wiring promotions will be provided, as well as a tie-in with National Electric Week and a National Wiring Promotion Award for electric utility companies. These activities will help to keep wiring before the customer and the electrical industry.

To the strong over-all national coverage base created by *Better Homes and Gardens* a deep penetration of the most important local areas is required for the most effective "seating" of the HOUSEPOWER campaign. Consumer-wise, local newspapers are the primary medium to meet this objective. Through the use of newspapers by utility companies, manufacturers, contractors, and others, coverage should increase from the 10 to 20 per cent provided by *Better Homes and Gardens* to a potential 50 to 90 per cent of house owners. Thereby maximum coverage of families will be attained, with merchandising support as well.

After the "seating" of the contest, television will be available to provide continuation of the deep penetrating localized coverage and at the same time provide frequent dramatic demonstrations of HOUSEPOWER. Through the use of Dave Garroway's "Today" program and Arlene Francis on "Home," the HOUSEPOWER campaign can be localized by cut-ins that would establish the name and phone number of the local utility (or its designee) as the sponsor. The television phase of the program envisions 10 million different viewer impressions per week. Both "Today" and "Home" have strong merchandising ad promotion acceptance on both dealer and trade levels. These two programs also give us two warm, friendly personalities that will give believability and importance to EEI's campaign.

We believe this program will be the greatest effort ever applied to solving the adequate wiring problem.

1955 Record Year for EEI Safety Merit Award

THE award of a 1,001,800 accident-free man-hours certificate to the Western Division of the Alabama Power Co. on December 29, 1955, marked the close of a record year in the administration of the EEI Safety Merit Award, first authorized in March of 1943.

During the calendar year 1955, there were 97 certificates authorized to a total of 33 different member companies of the Institute. In the preceding year, a high-water mark of 81 awards to 30 companies represented a considerable improvement over 1953.

Since the last summary appearing in the September, 1955, issue of the BULLETIN, 32 certificates were presented to the following companies or sub-divisions of companies:

Alabama Power Co.
- Engineering & Construction Dept. 1,003,060
- Birmingham Division .. 1,001,843
- Western Division 1,001,800

Appalachian Electric Power Co.
- Pulaski District 1,009,273

Baltimore Gas and Electric Co.
- Power Production Stations 3,006,566
- Electric Test Department 2,001,695
- Electric Operations 1,026,129

Central Power and Light Co.
- Entire Company 1,227,267
- Entire Company 1,149,116
- Valley District 1,426,060
- Nueces Bay Power Plant 1,019,178
- Gulf Coast District—Contest Division #2.. 1,376,078
- LaPalma Power Station 1,017,772

The Cincinnati Gas & Electric Co.
- Electric Operating Department 2,000,000

The Cleveland Electric Illuminating Co.
- Electrical Division 1,000,000
- Entire Company 1,000,000

The Connecticut Light & Power Co.
- Essex District 1,003,848

Consolidated Edison Co. of New York, Inc.
- Substation & Gas Holder Operations Bureau .. 2,000,000
- Purchasing & Stores Dept.—Stores Bureau. 1,000,000

The Detroit Edison Co.
- Entire Company 2,027,016
- Production Dept. — Delray Power Plant 1,000,000
- Building Operations Department 1,009,412

(*Continued on page* 28)

Executive Health

By S. Charles Franco, M.D., F.A.C.P.

Associate Medical Director, Consolidated Edison Co. of New York, Inc.

An address before the meeting of the EEI Industrial Relations Committee, New York, N. Y., December 15, 1955

INTEREST in executive health has gone hand in hand with the marked increase in the so-called "degenerative diseases" which have become the leading cause of death in our generation. The unexpected death of a top executive can provoke a crisis in the operation of a company and enlightened self-interest on the part of management has raised the question "Is there anything that we can do to prevent this type of catastrophe?" This has led to various types of company-sponsored programs which have come to be known under the broad category of Executive Health Examinations.

Aging Population

We are all aware that in our present society there has been a trend toward an aging population which has resulted in an increase in the degenerative diseases which are the natural companions of increasing age. Despite the purported unusual strains that an executive is said to be exposed to, there is no concrete evidence that there is any difference between the health status of top executives and rank and file employees.[1]

The degenerative diseases primarily affect the heart and arteries (cardiovascular disease) and they are often associated with high blood pressure and arteriosclerosis or "hardening of the arteries." When this arteriosclerosis predominantly involves the arteries of the heart it is known as coronary artery disease and is the cause of angina pectoris and the "acute heart attack" or coronary thrombosis. Next to the cardiovascular diseases, cancer is the greatest cause of disability and death. This is in marked contrast to the turn of the century when infectious diseases headed the mortality list. Diabetes and mental diseases are also on the increase, although they are not adequately reflected in the mortality tables. The adverse effects of overweight in relationship to cardiovascular disease, diabetes, cirrhosis of the liver, appendicitis, and gallstones have also been demonstrated.

Early Inception

It should be recognized that the degenerative diseases have their inception early in life, in the 30's and 40's, and their course is insidious until the fully developed disease produces its symptoms in the 50's and 60's. When the disease progresses to this stage, it is often too late to obtain a cure and the best that can be hoped for is retardation of the illness and amelioration of the symptoms. The same insidious onset is often noted in mental illness, diabetes, and many other medical conditions. Even cancer which has a shorter duration than these illnesses is recognized to have a latent phase during which it produces few, if any, symptoms. It should be evident that the early detection of insidious disease is the best means of preventing chronic illness. We must ferret out and treat these diseases at ages 35-50 if we are to have good health in our later years. This approach to the prevention of disease has been described as "constructive medicine."

The available medical facts indicate that any discussion as to the level of management to which executive health programs should be extended is purely academic. It would seem advisable that executive development programs include the periodic health examination of potential candidates. As a matter of fact, pre-employment examination in the age group 20 to 30 years usually will not reveal any indication as to the health status in later years. Periodic re-examination is the key to health maintenance.

The periodic health examination has been described by Stieglitz[2] as "the basic tool of constructive medicine." The shortcomings of the periodic examination have raised some question as to its real worth, but accumulated experience testifies to its value despite its recognized limitations. This report on the results of a periodic examination program over a period of five years also presents evidence that such examinations are worth while. The yardstick by which the effectiveness of such a program can be measured is based on purely medical findings, that is, the diagnosis of disease, particularly unsuspected or incipient disease and the follow-up study to determine which conditions were corrected, which were improved, those which were unchanged, and those in which failure was experienced. These medical facts can be translated into administrative terms of time, cost, and savings in dollars and skills.

Con Edison's Program

The periodic examination program for the executive group was inaugurated at the Consolidated Edison Co. of New York, Inc., in 1949 and over a period of five years, 648 men out of 954 who were eligible availed themselves of the facilities offered. The majority of the examinations were on an annual basis. Participation in the program was voluntary and mainly included men in the age group 40-65 years of age, ranging from assistant foremen and supervisors to plant superintendents, managers, and top executives. The cost of the program was met by a joint contributory plan which now amounts to $24 a year to the individual concerned. Our experience with this particular group revealed no difference in the relative health status at comparable ages between top executives and those in lower level jobs. The results of the examinations were kept confidential and were transmitted to the individual and his medical advisor. Medical and surgical treatment was largely in the hands of private physicians and hospital facilities.

[1] D'Alonzo, C. A., M.D., Densen, P. M., Sc.D., Gleming, A. J., M. Sc., M.D., and Munn, M. G., B.S.: The Prevalence of Certain Diseases Among Executives in Comparison With Other Employees. Indust. Med. & Surg., 23:357 (Aug.) 1954.

[2] Stieglitz, E. J., M.D.: Management's Stake in Health Construction. Indust. Med. & Surg., 23:201 (May) 1954.

The Periodic Examination

The periodic health examination has certain distinctive features. It is more comprehensive than the ordinary physical examination which is undertaken when one has a presenting complaint about his health. The physician tries to evaluate "the whole man," his work and home conditions, his ancestry, his previous history, and his reaction to the stress and strain of everyday life. The medical profession is agreed that the following points should be covered in the examination:

1. A detailed review of the personal and family history.
2. A careful physical examination.
3. Fluoroscopy or X-ray of the lungs and heart, and other X-rays as may be indicated.
4. Certain basic laboratory studies.
5. Health counselling: that is, discussion of the findings.
6. Follow-up for correction of defects and annual re-examination.

Personalized Technique

The periodic examination in this group was accomplished by the personalized technique whereby only selected laboratory studies and X-ray examinations were undertaken as a result of a clinical opinion based on a careful personal history and physical examination. We felt that the "dragnet method" which routinely undertakes a wide scope of X-ray and laboratory studies did not allow a personalized approach and was more expensive and time consuming. Our experience has been that the periodic examination can be done in one session of approximately one hour if a few basic laboratory tests such as urine, blood serology, blood sedimenation rate, and an electrocardiogram are accomplished beforehand. Those individuals, whose clinical examination shows a deviation from normal, return after additional laboratory studies such as special blood chemistry, X-rays, and stress tests. These revisit interviews rarely extend over 20-30 minutes. It is recommended that periodic re-examination be scheduled on an annual basis. In the group over 55 years of age and in those who may be exposed to unusual business stress, it may be advisable to arrange a less detailed or screening examination in the semi-annual interval.

There has been some question as to who should perform the periodic examination. Some feel that the family physician is in the best position to conduct the examination because in many instances he would have an intimate knowledge of the personal background of the individual. Others think that a physician specially trained in diagnostic medicine is most qualified to undertake such an examination. However, the medical profession has not been able to sell such a program to patients and perhaps this is the greatest reason why industry, in large corporations at least, has undertaken periodic examination programs. In a good percentage of cases this examination has been found to be best conducted through facilities of the industrial medical department simply because it is easily available and the physician has the advantage of a better knowledge of the working environment of the individual concerned. We have had this experience at the Consolidated Edison Co. and for some members of the group, it was the first physical examination since employment 15 to 20 years previous. In companies where operations are decentralized in various geographic locations, it has been found advantageous to utilize local medical facilities.

"First-Hand" Counseling

In any event, the periodic examination is a personalized procedure and a doctor-patient relationship should be established between the individual who is examined and the physician who advises him of the results. It is our feeling that health counselling is most properly accomplished, "first-hand" as it were, by the physician who has personally examined the individual.

In the personal history can be unearthed the clues to possible hidden illness. A review of the diet, work environment, and habits gives the physician an understanding of the personality of his patient. The family history can at times provide information concerning tendencies towards diabetes, high blood pressure, pernicious anemia, and cancer, and thus serves as an indication for further laboratory studies to help uncover any hidden tendencies towards these diseases. For instance, the presence of diabetes in the parents or other members of the family will indicate the need for further blood sugar tests in addition to the routine urine analysis. With a family history of pernicious anemia, it is often wise to make a careful blood count and to perform a gastric analysis to determine the presence or absence of hydrochloric acid. Some physicians feel that an important step in the detection of silent stomach cancer is the routine gastric analysis for hydrochloric acid, or special urine tests using resins to determine the presence of hydrochloric acid, especially in persons who have a family history of stomach cancer. The periodic X-ray examination of the stomach of those whose analysis indicates a partial or complete deficiency of hydrochloric acid in the stomach secretions has been advocated by some physicians as a means of detection of silent cancer.

Careful Physical Survey

A careful physical survey will examine all parts of the body from head to foot and will, of course, include determination of the weight and blood pressure. Routine examination of the rectum should be done on all persons because, in many instances, cancer of the rectum is in reach of the examining finger. At times, physicians even go further and perform an additional examination of the rectum by means of a proctoscope, an instrument that allows visual examination of the lining of the bowel from the anal opening upward for a distance of 6 to 15 inches. This region is the most common site for cancer of the large bowel. Of course, the presence of any rectal bleeding or change in bowel habit would make proctoscopic examination imperative. In women, detailed examination of the breasts and a careful pelvic examination should also be accomplished.

Minimum Laboratory Studies

Laboratory studies should be held to a minimum. Nothing is gained by undertaking a barrage of laboratory and X-ray examinations as a routine procedure. This only adds to the cost of the examination and is unwarranted. An analysis of the urine and a "blood test," better known as a serological examination and including a sedimentation test, are the only laboratory tests that need be done routinely. Blood count, blood sugar test, and other chemical examinations should only be done on specific indication as revealed by individual

history and physical examination. Routine electrocardiograms should be accomplished in persons over 40 years of age because they have yielded, in some instances, valuable information concerning unsuspected disease of the coronary arteries and the heart muscle. A routine X-ray of the chest is advocated by some examiners, but others feel that with a careful physical examination fluoroscopy of the chest without taking an X-ray film is adequate to uncover any disease process. Routine X-ray of the gastrointestinal tract is not recommended in the light of our present medical knowledge.

Significance of Findings Discussed

At the termination of the examination, the significance of the findings is discussed with the person examined. As indicated previously, this seems to be best accomplished by the physician who has personally conducted the examination. Experience shows that this health counselling is the most important part of the periodic examination because it gives the best opportunity to correct errors of habit and diet which seem to play some role in the development of the degenerative diseases. This is a good time for the physician to give advice about mental health and outline a program for reasonable living to each individual, even those with normal findings.

Accent on Reassurance

In discussing the presence of organic disease, such as heart disease, the accent is on reassurance. Experience indicates that even severe cardiacs rarely get into trouble on the job if they are under adequate medical supervision. While some persons may prefer a written report, we feel that discussion of the findings is advisable because a surprising variety of personal problems can be brought up by such an interview even after a detailed history. The follow-up examination to check on correction of defects is important. Equally important is the establishment of a health consciousness so that the individual does not delay in seeking medical advice in the event of development of new symptoms. This was particularly evident in this study among those individuals who subsequently developed some type of cancer.

For the individual executive there are two general rules to follow for the maintenance of good health and the prevention of illness. The first is regular periodic physical examination. The second is the development of good habits, a balanced diet, and a proper attitude towards everyday living. The physician is in a position to help him with such matters during the course of a properly conducted periodic examination. If one excludes such illnesses as cancer and some of the specific infections such as rheumatic fever, pneumonia, and poliomyelitis, many of the illnesses that afflict people are the result of indiscretion in diet and habits. Obesity that results from over eating is frequently associated with such illnesses as high blood pressure, heart disease, premature hardening of the arteries, and diabetes. Overindulgence in tobacco and stimulants can be followed by a train of digestive and nervous disorders. Underlying these abuses of diet and habit is chronic nerve tension. Some physicians are convinced that the condition of overwrought nerves, so common in our competitive industrial society, is directly responsible for the majority of the degenerative diseases and mental illness. This has given rise to the concept of psychosomatic medicine, which concerns itself with the role that emotional disturbance plays in the causation of organic or body illness.

The development of proper attitudes towards life and the job is recognized as the best aid to combat chronic nerve tension. The realization that no one is indispensable and that we should not take ourselves too seriously is a good attitude to start with. For those in positions of responsibility the delegation of tasks to others not only relieves them of annoying details but also serves to develop the ability of subordinates and builds a strong

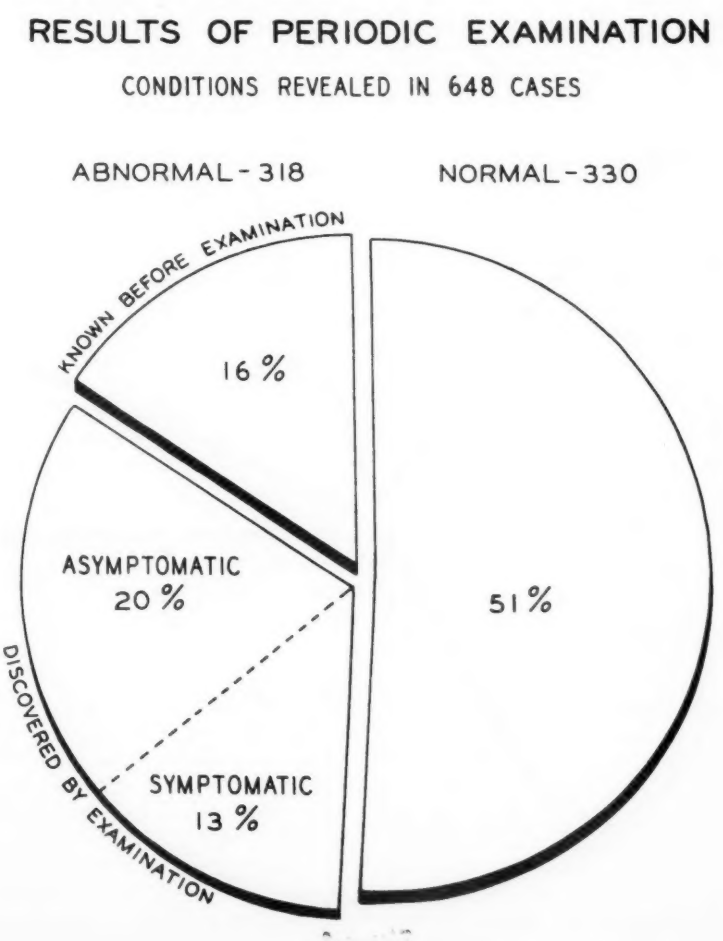

Figure 1

team of loyal workers who then have a sense of participation. For the majority who work in the ranks, appreciation for the feelings of others and the performance of a good day's work will give added meaning to everyday living. It is necessary to keep an open mind. Prejudice of any kind only serves to confuse good judgement. After work allow time for relaxation and above all, do not bring the job home with you as a regular thing.

Results of the Periodic Examination

The main question that has to be answered is "Just what do we expect to accomplish from the periodic examination of an apparently healthy person or at least one who is working every day?"[3] Our experience at Consolidated Edison indicates that the benefits of the periodic examination program are very tangible. In a period of five years, 648 persons, 66 per cent of those who were eligible, were examined. This group comprised men, the few women are not included in this review, mainly from ages 40-65; with more than 85 per cent in the span from 45-65 years. About half of these individuals had conditions of major medical significance in themselves or as precursors of potentially serious disease. Some of the group knew of certain conditions that they wished to have checked by the examining physician, but a sizeable number of those examined, in fact 33 per cent, had conditions revealed to them for the first time (Figure 1.) This was even more impressive when it was noted that more than half of these conditions were without symptoms of any kind.

[3] Cook, W. L., Jr., M.D.: Periodic Health Examinations. A.M.A. Arch. Ind. Hyg. & Occup. Med., 7:241 (Mar.) 1953.

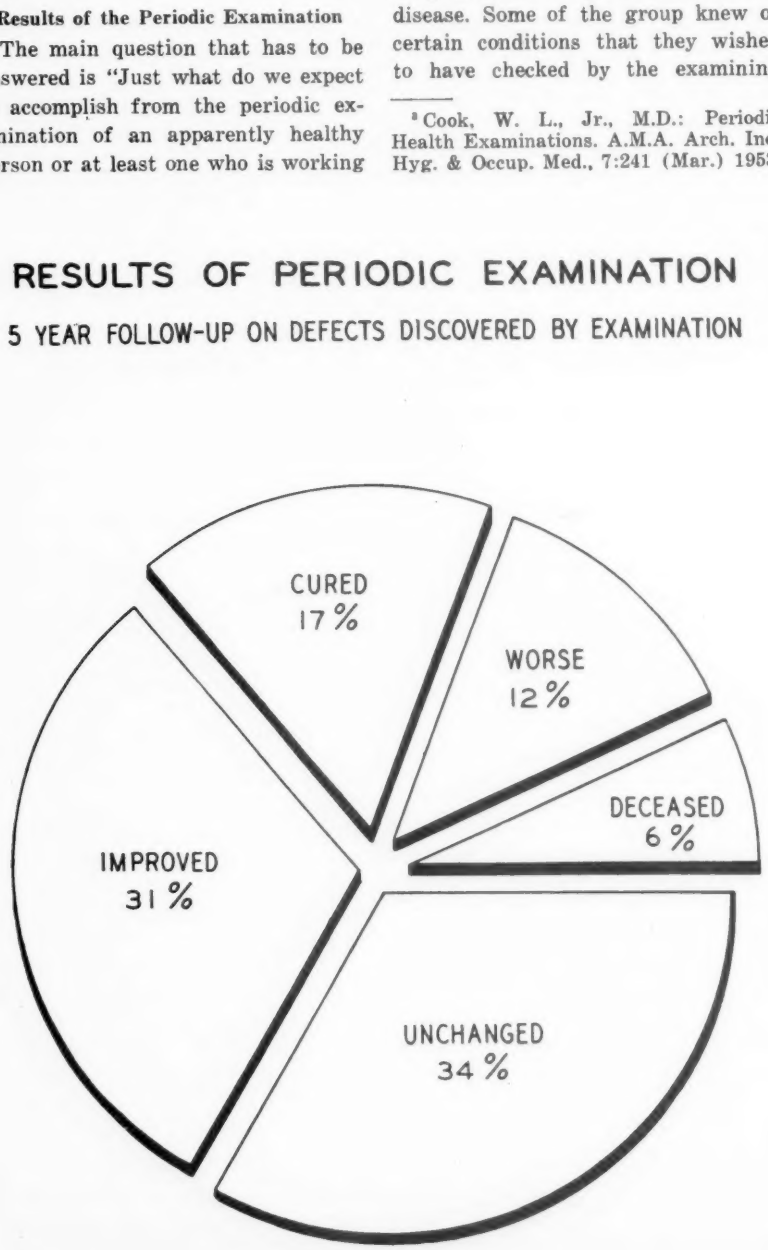

Figure 2

A summary of the leading diseases revealed by periodic examination indicates that the cardio-vascular system was most frequently involved. The cardio-vascular lesions increased with advancing age, reaching their peak in the group 55-59 years of age. The association of increased weight with cardio-vascular disease was evident in many cases. Further proof of the value of periodic examinations (Figure 2) is indicated by the fact that of the medical conditions revealed by examination, 17 per cent were entirely corrected and 31 per cent were improved by treatment. In addition, in almost all of the 34 per cent whose condition remained unchanged, medical supervision enabled these individuals to carry on their usual business activities without any harm. Deterioration occurred in 12 per cent and the mortality rate was 6 per cent at the end of the five-year period. To view these health findings in a group of executives in their proper perspective we wish to reemphasize that in the periodic examination of seemingly normal persons of a comparable age group in a community at large, medical conditions are revealed in approximately 50 per cent.

Shortcomings of the Periodic Examination

It is important to realize that there are certain shortcomings to the periodic examination program and these are listed as follows:

1. Time and cost factor.
2. Failure to uncover malignant disease.
3. Inability to diagnose coronary artery disease until fairly advanced changes have occurred.

Time and Cost Factor

One of the main obstacles to the periodic examination has been the time and cost factor. The average time expended in the performance of the detailed periodic examination is listed as one and one-half hours. The preliminary accomplishment of a few basic laboratory studies and an electrocardiogram can expedite the ex-

amination procedure. Almost all routine periodic examinations can be performed in one session of one hour. Additional selected studies such as proctoscopy, exercise tests, and selected X-rays will account for the remaining half hour. The estimated cost for the detailed periodic examination in this survey was set at $30 for each case. This includes the salaries and time of the physicians, nurses, clerks, as well as the cost of electrocardiograms, exercise tests, special laboratory studies, and X-rays.

Searching for a practical approach to reduce the time and cost involved, some medical men have advocated the use of multiple screening examinations which would utilize certain laboratory studies and X-rays without accomplishing a complete physical examination. These physicians feel that such a procedure could serve to eliminate from the periodic examination program those persons with normal findings. However, this method has certain serious deficiencies:

1. A complete physical examination is not done and gives a false sense of security to people whose illnesses are not covered by this screening technique.

2. It deprives the person from contact with a physician who is the only properly qualified person to advise him.

3. It makes no provision for the health counselling of apparently well people, which is equally important from the point of view of preventive medicine as is the treatment of those persons with actual disease conditions.

Reducing Time-Cost Factor

To reduce the time and cost factor in the periodic examination program the following recommendations are made:

1. Expedite the examination procedure by the preliminary accomplishment of a few basic laboratory studies and an electrocardiogram so that the examination can be accomplished in one session.

2. Make the examination a personalized one. The time spent on a detailed history will yield greater dividends than a barrage of routine laboratory studies and X-rays.

Cancer Detection

The periodic examination may not uncover hidden malignancy which is without symptoms or in an incipient stage. The small percentage of malignancy, less than one per cent, found in cancer detection clinics would not warrant the time and cost involved in large-scale routine X-ray surveys. The malignant tumors, eight cases, that were detected in the course of periodic examination in our series were nearly all associated with definite symptoms on the part of the patients. However, in over half the cases, the patient waited until the symptoms became severe and in these instances the neoplasms were usually in an advanced stage. On the other hand, those who presented themselves early were able to have their tumors successfully removed. These were individuals who had previously undertaken periodic examinations and had been made aware of the necessity of promptly investigating medical complaints. This is undoubtedly the greatest value of the periodic examination program in regards to cancer detection. At times, a silent but well-developed cancer may be uncovered by routine examination in the prostate, the skin, or tongue, in the breasts or pelvis of women, and on fluoroscopy and X-ray of the lung. The periodic examination can be utilized in the search for precursors of malignant disease but this will add greatly to the cost of the procedure by the increased expense of more laboratory studies and X-rays.

Early Diagnosis of Heart Disease

The diagnosis of cardio-vascular disease associated with high blood pressure or angina pectoris and coronary thrombosis is readily established, but the diagnosis of latent coronary disease is difficult because these cases usually present normal findings on physical examination, X-ray of the heart, and the electrocardiogram. In fact, this type of asymptomatic coronary artery disease can produce an unheralded cardiac catastrophe after an apparently normal periodic examination.

Certain special examinations have been devised to help uncover hidden coronary artery disease. The first of these are stress tests, such as the exercise electrocardiogram test, which impose a load and compare the resulting electrocardiogram with that made when the individual is at rest. Abnormal tests may help to identify certain groups of individuals who have potential heart disease but they usually cannot be used for prognosticating in the individual case. The second consists of chemical tests designed to uncover those elements in the blood such as cholesterol and cholesterol molecules which are considered by some, and disputed by others, to play a role in the increased arterial changes designated as arteriosclerosis. Finally, there are mechanical and electronic devices such as the ballistocardiograph, which records the motion of the body in response to the velocity and force of the cardiac propulsion of blood and is purported to be able to diagnose the earliest phases of cardiac abnormality. However, it has been our experience that no one has yet been able to separate the abnormalities of the ballistocardiographic pattern which have been attributed to heart disease from those which naturally develop as a result of the normal aging process particularly in persons over 50 years of age. In addition, increased weight has been shown to influence the development of abnormal ballistocardiographic patterns in that they may occur at an earlier age.

In summarizing, we can say that these methods of investigation for the earliest evidence of heart disease require more study and further time for evaluation before they can become dependable tools in diagnosis. We strongly favor their continued application in this type of study but we advise caution in utilizing their findings as diagnostic criteria for the presence of actual disease processes.

Discussion

From a critical analysis of the value and limitations of the periodic health examination we can list the advantages of such a program as follows:

1. Early discovery of silent and incipient disease conditions.

2. Improved health of those with chronic conditions.

3. A doctor-patient relationship is established as the basis of health education. This leads to early detection of subsequent disease processes.

4. Development of a health record for future evaluation and comparison.

A review of these health records has led to the accumulation of medical facts which serve as a yardstick to measure the value of such a periodic examination program. The medical statistics speak for themselves. The

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Industrial Electric Heating Conference to Convene in Cincinnati, Ohio

THE Industrial Electrification Council will present the second industry-wide National Industrial Electric Heating Conference, covering the entire field of industrial electric heating, at the Netherland Plaza Hotel in Cincinnati, Ohio, February 6-10, 1956. The success of the first of these conferences, held in January, 1954, was a clear indication of the need for this means of providing power sales engineers and industrial heating specialists with the latest information and ideas so necessary in the development of this tremendous market.

Conference Objectives

Objectives of the conference are threefold: (1) to present the latest technical information, sales aids, and sales training ideas to industrial heating specialists and power sales engineers; (2) to provide for an exchange of the most recent information on industrial electric heating between manufacturers of this type of equipment and the utilities supplying electric power; and (3) to provide those in attendance with new knowledge and enthusiasm for developing sales in electric heating.

During the conference, the entire field of industrial electric heating will be covered, including the very latest developments that have been adopted by industry over the past two years. Several subjects will be presented as typical case histories with particular emphasis on how the job was sold. The program will be presented by 69 eminently qualified speakers.

Enrollment Limited

Enrollment for the conference has been limited to about 150. Those eligible to attend are power sales engineers and industrial heating specialists affiliated with electric utilities and the manufacturers of electric heating equipment who have membership in The Industrial Electrification Council.

There is a registration fee of $35.00 per person for the entire conference or any part thereof. Copies of the Proceeding will be distributed to all registrants at the close of the conference. Checks for registration should be drawn to the order of The Industrial Electrification Council and mailed to Kenneth G. Adgate, Room 2650, 420 Lexington Ave., New York 17, N. Y.

Opening Sessions

On the first day of the conference, February 6, an introductory session entitled "Prolegomena" will have as its chairman A. D. Spillman, Assistant Manager, Market Studies and Service Division, Philadelphia Electric Co. Later at that morning session, the topic "Metal Sheath Heaters" will be introduced. Following a group luncheon this topic will be continued at the afternoon session. Presiding at the Metal Sheath Electric Heater sessions will be G. S. Young, Manager, Power and Lighting Sales, Kansas City Power & Light Co.

At a "Get Acquainted" Banquet on Monday night, W. V. O'Brien, Vice President and General Manager, Apparatus Sales Division, General Electric Co., will be speaker. He has chosen for his topic "Let's Close Ranks and Sell." J. R. Hartman, Vice President, The Cincinnati Gas & Electric Co., will act as toastmaster for the occasion.

Ovens and Furnaces

On Tuesday, R. R. Johnson, Manager, Industrial Sales, Duquesne Light Co., will be chairman of the morning session which will have as its topic "Ovens," and R. W. Wyman, Manager, Industrial Sales, The Cleveland Electric Illuminating Co., will preside at the afternoon session which will be concerned with "Furnaces." A feature of the morning session will be a panel discussion.

Both of the regular Wednesday sessions will have as their themes "Heat Treating." R. W. Kise, Manager, Product Planning, Industrial Heating Department, General Electric Co., will preside at the morning session. Chairman of the afternoon session, a highlight of which is expected to be a panel discussion of the topic, will be J. H. Ahrens, Industrial Sales Manager, The Hartford Electric Light Co.

Bruce A. Leming, Vice President, Edwin L. Wiegand Co., will address a luncheon session on Wednesday on the subject, "Modern Selling for Modern Electric Equipment." Toastmaster will be O. V. Tally, Director of Industrial Sales, Allis Chalmers Manufacturing Co.

Process Heating

C. F. Kreiser, General Sales Manager, Edwin L. Wiegand Co., will preside at the Thursday morning session on "Process Heating." The afternoon session, of which F. R. Knipp, Supervisor, Power Sales Department, The Dayton Power & Light Co., is chairman and P. W. Emler, Director, Industrial Sales, American Gas & Electric Service Co. is co-chairman, will consist of forums on "Heating Applications." Two sessions of forums have been scheduled during the afternoon meeting, and during each of these sessions four group discussions will be held. Subjects of these group discussions are the Foundry; Steel Industry; Automotive Industry; Textiles, Plastics, and Paper; Plastics Fabrication Industry; Metal Fabricating Industry, Chemical Industry, and The Heat Pump in Industry.

Markets and Selling

"Markets and Selling" will be the theme of the final regular session, which is scheduled for Friday, February 10. In one sense, this session will be the most important of the conference in that it will teach how to sell what has been learned. L. H. Gilette, Manager, Sales and Order Service, Industrial Heating Department, Westinghouse Electric Corp., will be chairman of the session.

Speakers and topics at this important session include the following:

"Cost Factors in Industrial Heating Applications," R. W. Kise, Manager, Product Planning, Industrial

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2,500 Customer Relations Representatives

By Pendleton Woods

Assistant Publicity Manager, Oklahoma Gas and Electric Company

NOT long ago someone asked an official of the Oklahoma Gas and Electric Co. how many people the company employed in its Public Relations Department.

"I can't recall the exact number," the official answered, "but I would estimate that we have between 2,500 and 2,600 members in the department at this time."

It took a few moments for this answer to soak in, but the inquirer soon realized that this was the total number of employees on the company rolls.

Fact Not Unique

Perhaps this is a unique way of describing a "Public Relations Department," but there is nothing unique about the fact that every man and woman on the payroll is a public relations representative. This is true with every company, large or small, from the moment it first opens its doors and invites the prospective customer to enter.

This doesn't create much of a problem for the smallest companies, operated by single proprietors or partners. Their owners know that the "better mousetrap" theory alone is not enough. They know that unless they operate with good public (or customer) relations, there soon will be no customers.

To the employees of a larger company, such as an electric service company, it is not quite as obvious. It's mighty easy for an accountant, or engineer, or lineman, or secretary to rationalize that "We have a Public Relations Department to take care of these unhappy customers. I have another job to do and I haven't time to worry over a bunch of unhappy customers."

Strangely enough, however, "the company" to most of these customers is not the management, or any Public Relations Department as such. They know the company as Joe, the meter reader, who regularly has a word of cheer when dropping by the home each month. Or under different circumstances, they might know him as Joe, the grouchy meter reader who kicked little Fido in the side.

Or perhaps they know the company as Mary, the courteous teller at the cashier's window—or as "Mary, that sour puss down at the electric company."

On the other hand, maybe they know the company as Bill, the lineman, who restored electric service when a storm knocked down a wire. Or maybe it is merely a voice on a telephone which promised—and fulfilled that promise—to see that a new home received electric service as quickly as possible. Or it could be the neighbor who works "somewhere at the electric company" who helped the family carry the furniture into the house, or who helped fix a flat last month. It could even be nothing more than a letter written by a representative of the company in answer to a problem or request.

The theory that every worker is a public relations representative is nothing new to the older OG&E members, for many of them have been members of the company since the organization was young and relatively small. Many have seen the day when physical circumstances, such as frequent outages, low gas pressure during the days when the company sold gas, and other problems, made good public relations a "must."

But during the past few years the company has grown by leaps and bounds. In a little more than ten years since the close of the war, the company tripled its generating capacity and doubled the number of its employees.

Untrained Employees

A little over a year ago, when the Edison Electric Institute and the American Gas Association first offered their customer relations training program, OG&E officials realized that more than half the company members had had no formal training in customer relations as such. True they had been told about customer relations by their supervisors, and many of the deeply engrained customer relations principles had been passed on by older employees. Still it was realized that there was a need for a planned program of customer relations training, and the EEI-AGA course seemed to fit the bill most perfectly.

Planning for the program began as a project of the Accounting Departments, since the program originated with the Accounting Sections of EEI-AGA. However, word about the course was quickly spread to the Operating Department supervisors, who were equally enthusiastic about the program. The course soon became a company-wide project, with more than half the employees participating.

Conducting the Conferences

No attempt was made to single out experts to conduct the conferences. All conference leaders were chosen by the various general office and division managers from within their own departments and divisions. The leaders included supervisors and non-supervisors alike. These selected conference leaders were given special customer relations and conference leader training in the company's general office before returning to their own divisions to conduct the discussion groups.

The reason for choosing conference leaders from within the ranks, rather than imported "experts" was twofold. In the first place, it was felt that fellow-workers with the same problems would discuss those problems more freely among themselves than before an outsider. In the second place, the program presented an excellent opportunity for the company to give public speaking and conference leader training and experience to its own members.

What was the reaction of the participants? Many of the newer members confessed afterwards that they have never before realized the great importance which a company at-

tached to its customer relations. To the older members it was a refresher course which made them more than ever conscious of the importance of good customer relations.

The customer relations training program is not over at OG&E. There will be follow-ups in the form of hand-out materials and other reminders of things learned in customer relations conferences.

A customer relations program in the electric business never ends. True there is no one next door with electricity for sale. But that's all the more reason why the industry needs a strong customer relations program. Many people look upon the electric industry as a monopoly, and unless it treats its customers just a little bit better than fair, they begin to connect with it the evils so often attributed to monopolies. When this happens, they begin to look for other possible sources of electricity.

The poet Van Amburgh summed it up with this rhyme:

The reason people pass one door
To patronize another store,
Is not because the busier place
Has better silks, or gloves, or lace,
Or cheaper prices, but it lies
In pleasing words and smiling eyes.
The only difference, I believe
Is in the treatment folks receive.

In Oklahoma, electric utilities obtain the privilege of serving a community through a city franchise, which can be obtained only through a vote of the people. This franchise can be revoked at any time by public vote, and even if there is no controversy, the law requires that a new franchise election be held at least once every 25 years. To the OG&E the franchise election is one measure by which the company gauges its customer relations. The results of 137 franchise elections during the past 10 years show an average of 50 votes in favor to every 1 vote against the franchise.

That's a good vote record, most OG&E members think. However, as long as one out of 50 people—or even one out of 1,000 people—will vote against the franchise, there still is room for improvement. That's why a customer relations program can never cease.

Jack G. Holtzclaw

JACK Gilbert Holtzclaw, President of Virginia Electric and Power Co. for the past 26 years, died unexpectedly of a heart attack on December 13, 1955, in a Richmond, Va., hospital.

Mr. Holtzclaw had made notable contributions to the electric industry through his activities for the Institute and through his enlightened administration of his own company. A member of the Board of Directors of the Institute at the time of his death, Mr. Holtzclaw was a past vice president of the EEI and served on its Operating Committee in 1934-1936.

Under his leadership, Vepco has played a major part in the rural electrification and the over-all electric service of Virginia, the eastern edge of West Virginia, and northeastern North Carolina. He guided the vast expansion of the company's generating facilities and transmission and distribution systems, a program which has totaled $346 million in the past eight years.

Mr. Holtzclaw was born in Perry, Ga., on November 22, 1886, the son of the late Robert Newsom Holtzclaw and Mrs. Evelyn Gilbert Holtzclaw. He attended the public schools of Perry and, later, the Georgia Institute of Technology, where he received a bachelor's degree in electrical engineering in 1907.

He joined the engineering firm of Stone & Webster at Boston as a student engineer shortly after graduation. He transferred in the same capacity the following year to the Savannah Electric Co. and worked in various departments of that company until January, 1911. He then moved to the Pensacola Electric Co. at Pensacola, Fla., where he became assistant superintendent of transportation and later superintendent in charge of both street car and electric power operations of the Pensacola company in 1916.

Mr. Holtzclaw moved up to the managership of that company three years later and was transferred to Gulf States Utilities Co. at Beaumont, Texas, in 1924 as vice president. He remained there until 1929 when he was elected president of Vepco.

He was a director of the Lawyers Title Insurance Corporation, and chairman of the Industrial Advisory Committee, Federal Reserve Bank of Richmond.

The Electric Industry in 1955

(*Continued from page* 5)

these other important and basic industries federalized, is beginning to realize that there is even less reason for the electric industry to be so treated.

The public is also beginning to see that there are no mystical qualities of abundance or cheapness inherent in electric power from government facilities. As Admiral Ben Moreell, Chairman of the Task Force on Water Resources and Power of the Hoover Commission, said recently: "There is no logical reason for the popular appeal of the public power issue. Actually the cost of electric power to the average householder is about one per cent of his family budget. A reduction of only three per cent in his tax bill would pay for all of his power"; and he added: "Technically and financially there is no present nor prospective need for Federal power activities. There is no lack of ability on the part of private power to finance and install needed generating, transmission and distribution facilities . . . the construction of Federal power projects as so-called 'yardsticks' to control the rates charged by investor-owned utilities is a 'phoney.'"

Utility Efforts to Stimulate Community Leadership

By C. M. Wallace
Vice President, Georgia Power Company
An address before the EEI Area Development Workshop, St. Louis, Mo., October 10, 1955

IN many sections of the country today, and particularly in the southeast, an economic revolution of great proportions and magnitude is completely changing not only the physical appearance of the countryside, but the social status and living habits of the people as well.

In Georgia, and particularly in the sections of the state which we as a public utility have the responsibility for serving, this expansion and prosperity is of great concern to us. We are delighted, of course, that our state is growing and increasing its wealth with such rapid strides, but also we are concerned with the facts that some communities are not reaping their share of these unparalleled opportunities, and still others are not doing sufficient planning, or lack the vital leadership on the community level, to capitalize fully on the opportunities which they have before them.

This lack of planning and leadership is not new to Georgia, unfortunately. For many years during the 20's, 30's, and early 40's this same lack of leadership at the community level resulted in a steady downhill trend for our small towns and rural communities, a trend which continued at such a pace that just prior to World War II, Georgia and her neighboring states had become a national economic problem.

Changing the Picture

To help change this picture, and to try to stimulate leadership and planning on the local level was one of the prime reasons why the Georgia Power Co. launched its Community Development program in 1944.

In the early stages of our program we put the emphasis on youth. Our initial program consisted largely of essay contests designed to capture the imagination of high school students — to start them thinking in terms of planning the future of their hometowns the way they wanted them to be when they assumed the positions of leadership then held by their parents and grandparents. It worked! Today, eleven years later, those 16-year olds are 27, married, have children of their own, and many of them have developed into capable leaders—working today in a modified version of that same Community Development program.

After the essay programs came the Clean-up and Paint-up Campaigns. Our towns began to shed their old and worn appearances—to take on an air of hope and faith in their futures.

Champion Home Town Contest

To accentuate the progress made or under way at this point, in 1948 we instituted our Champion Home Town Contests. These contests were a phenomenal success. We pitted town against town in a spirit of friendly rivalry. Each community trying to outdo its neighbors in civic betterment.

This is where the real revolution in the appearance of our communities and the thinking of our people took place.

Selecting the Leaders

I know that many of you are perhaps wondering and asking the question, "How do you select the leaders of the chairmen?" That is a good question and the answer is, in my estimation, the key to the success of the program.

Let's take the organization one step at a time:

1. The place to start is with your local manager or local representative in the town. Sell him on the program and explain it to him.

2. Seek out the most active civic group—Rotary, Kiwanis, etc., Garden Club, Woman's Club, PTA.

3. Make a presentation of the program to this active group at a luncheon meeting or a regular meeting.

4. Ask them to set up a committee for further consideration of the program and furnish names of outstanding people who would or might work on the program.

5. Call a meeting of these selected leaders and organize the Steering Committee, who in turn will organize the various subcommittees to handle the projects (beautification, municipal development, recreation, etc.).

6. Work on the projects during the year.

7. Prepare the Report of Progress.

Sounds easy, doesn't it? It is if you start right and get the right people, but any way you try it there is a lot of hard work, a lot of mileage, a lot of midnight-oil-burning, and a lot of disappointments. But the satisfaction of seeing one community pull itself up by its bootstraps is worth all the effort and is a real reward.

Rallying to Progress

This is also where leadership and direction entered the scene. In each of the more than 425 communities that have participated in these Champion Home Town Contests, leaders were developed to head up the sponsoring organizations and rally the citizens around a common cause—PROGRESS!

You may well say that this all sounds good and makes a fine story, but what have these leaders accomplished? What has individual participation in a community development program meant to the community and the individual? Let me give you a few examples.

In one town a young struggling attorney accepted the presidency of the Area Development Council. He had to make speeches, to meet people, to persuade them to help out in community projects. He learned to do these things so well that his home town won first place in the state-wide sweepstakes award offered by our company. As a result of this training and experience he has been elected to the Georgia House of Representatives, he has a thriving law business, is county attor-

ney, president of the local Board of Trade, and heads several other civic clubs. He has even been mentioned as a possible future candidate for governor of Georgia.

A Housewife Leader

In another community, a housewife was persuaded to lead the town's community development club. She developed into a most capable leader, and inspired her home town citizens to such feats of accomplishment that her town too became a first prize winner in the Champion Home Town Contest.

During the time she was chairman, that community was so completely changed that two national magazines carried feature and picture articles on the town and its accomplishments. This was a great reward for the people who worked so hard to achieve these honors, but more rewarding was the income from the new industry which was attracted to this hometown as a result of their efforts. The lady who led them received a silver tray from her fellow citizens, suitably engraved to show the appreciation of a grateful community.

Another Success Story

In still another Georgia town, a newcomer, the wife of a newly arrived newspaper editor, took the lead. She talked for weeks, hounded every club in town until finally the three women's missionary clubs agreed to sponsor that community in the Champion Home Town Contest. Then under her leadership, the town, to quote the mayor, made more progress than it had in over 100 years. This lady led her town to victory twice in our award program, and in doing so, has established herself as a truly great leader. Recently, when her husband died, she stepped into his place as editor of the county newspaper where she is doing an outstanding job of helping to mould the future of the county and the state.

Let me say right here that if you want a community development program to really work, get the ladies of the town interested and taking an active part, and you will see things commence to happen.

These are just a few of the dozens of examples I could name. These are just three of the hundreds of people who have found a place among the leaders of their communities because of their participation in our company's area development program. People who became the leaders in a movement which has changed the status of our state from an economic problem to an economic opportunity.

Employees' Participation

But there is still another side to the story. What about the men and women who helped our company put this program over to these local people? By this, I mean our own employees.

Let's take the example of an unknown local manager of our office in one of the prize-winning communities. The people in his town—a town of 1,800 population—looked to him for leadership since he represented the Georgia Power Co. in that community. He couldn't let them down so he had to get busy and do something about it. Although it was a new experience, he assumed the role of a community leader and put the townspeople to work. The result—a prize-winning town and a greatly improved community spirit. As for the local manager, he was elected man-of-the-year, received an engraved wrist watch from the citizens of the area and a promotion from the company.

So you see, it works both ways, in developing leadership among the citizens of the towns we serve. We have not only improved these towns, increased their cash incomes and stimulated prosperity generally, but we have developed leadership in our own district and local managers as well. We think it has been an excellent investment all around.

What of the Future?

But what of the future? We have reached another turning point in our Area Development activities. We have brought our people through the essay writing and thought provoking stages. We guided them through the clean-up, paint-up, and improvement phases. We have stimulated their enthusiasm and development with our Champion Home Town Contests and helped develop their leaders for future jobs, now where do we go from here?

At this point we feel that many of our towns are ready for graduation to the college or specialization level. We have stressed well-rounded programs to build the necessary background for this specialization and now with the early training behind us we are proceeding as follows:

We are cooperating with our colleges, universities, and other state agencies in holding regional classes or seminars to acquaint these towns with the principles of city-planning, land utilization, and general municipal development.

We are also holding other and similar sessions in the fundamentals of industrial development, in regional and local tourist programs stressing the development and promotion of local attractions, and in supervised year-round recreation programs for people of all age groups.

The Cleveland Story

With your permission I want to tell you one more success story — the Cleveland story. It illustrates all the points I have tried to indicate in this discussion. The simple clean-up, paint-up phase; the municipal development program; the youth activity; and all the other programs, and finally the "Big Payoff."

Eleven years ago back in 1944, Cleveland was a sleepy cross-roads. In 1944 when the company announced its Better Home Towns Program, a Mr. Wiley in Cleveland wrote to the General Office requesting advice and help for the town of Cleveland.

Mr. Wiley explained that he had come to Cleveland 30 years before as a railroad agent. Cleveland at that time had been a bustling community with a railroad, two hotels, a bank, and many other active businesses.

In the years that had followed all this had changed. The bank had failed, the hotels had burned down and not been rebuilt, and the railroad had taken up its tracks and moved away. As a result of all this, Cleveland had become almost a ghost town. Everything was run down and the town generally had gone down hill at a rapid rate.

Mr. Wiley at that time was collecting electric bills for the Georgia Power Co. and explained that there was no money in the city treasury and no tax system for raising any funds. Each month he had to make the rounds of the stores and ask for donations to pay the city's electric bill. There was little or no paving in the town at that time and no sidewalks.

They were encouraged to enter the Better Home Towns program and reorganize their city government to include a tax system and other plans to improve the town.

This they did. They really went to work then adding a $60,000 city water system to the town, paving the streets, putting in sidewalks, new buildings, sewerage, street lighting, and many other necessities to a progressive community. They also cleaned up the town, repainting and repairing where it was needed.

Their progress was so outstanding that they won first place in the Champion Home Town Contest in 1948 and again in 1953.

Along with all their other activities they were working toward the ultimate goal of getting an industry for the town. Its citizens realized that if they were to keep moving forward they had to increase the income of the area and they hoped to do this through the development of new industry.

Last year their program paid off. A new industry was established in Cleveland. This plant employs about 200 local people and will supplement the town's income by the addition of a weekly payroll of approximately $10,000 or an annual payroll approximating $500,000.

The story doesn't end here. The people are still working for the future. Negotiations are underway with several other industries considering Cleveland locations for their new plants.

We earnestly feel that we are only beginning. Area Development is a fascinating and highly profitable enterprise for all concerned. But for the electric utility it is an invaluable public relations builder as well as an insurance policy, insuring the future growth of the area we serve, an ever-expanding market for the energy we produce, and an effective training medium to help develop leadership in the men who will fill our top executive positions in the near future.

Horace P. Liversidge

HORACE P. LIVERSIDGE, Chairman of the Board of the Philadelphia Electric Co., died unexpectedly on December 8, 1955, at Jefferson Hospital in Philadelphia. He was 77 years old.

His work in the utility industry, which brought him international recognition, started in 1898 when he was employed as a wiring inspector by the Edison Electric Light Co., forerunner of Philadelphia Electric.

Mr. Liversidge had been a member of the policy and directing groups of the Edison Electric Institute since its organization, and had also been active in its predecessor organization, the National Electric Light Association. For the Institute, Mr. Liversidge served on the Operating Committee in 1933-1938, the Board of Directors in 1939-1944, and the Advisory Committee from 1944 until the time of his death.

He was also a member of the Board of Governors of the Electrical Association of Philadelphia, of which he was a past president; the Board of Trustees of the Thomas Alva Edison Foundation, Inc.; the Association of Edison Illuminating Companies, of which he was a past president; the American Society of Mechanical Engineers; the American Institute of Electrical Engineers; the Illuminating Engineering Society; and the Awards Committee of the James H. McGraw Award for Electrical Men.

Born in Norristown, Pa., on September 29, 1878, Mr. Liversidge attended local schools and was graduated from the Norristown High School preparatory to his technical education at the Drexel Institute of Technology. It was not more than one year after his employment with the Edison Electric Light Co. that he began his rise through numerous supervisory posts, each of increasing importance. He was elected vice president in 1924, vice president and general manager in 1926, a director in 1935, president in 1938, and chairman of the board in 1947.

Mr. Liversidge was affiliated as a trustee or a director of many important business, financial, charitable, and civic groups. Among them were Fidelity Mutual Life Insurance Co., Insurance Co. of North America, Benjamin Franklin Hotel Co., James Lees and Sons Co., Central Penn National Bank, Drexel Institute of Technology, of which he was chairman of the board and co-chairman of the expansion program, Jefferson Medical College and Hospital, the University Museum, the Salvation Army, the Community Chest of Philadelphia, the United Community Chest Campaign, of which he was also a vice president, and the United Negro College Fund.

He was especially active in promoting cooperation among the various branches of the electrical industry. From the earliest days of his executive activity, he was an exponent of inter-related effort in the industrial field. His work in this direction received national recognition in 1932, when he was recipient of the James H. McGraw Award "in recognition of his distinguished contribution to the advancement of cooperation in the electrical industry."

Other awards for distinguished contributions to the welfare of his community and country included the Murrell Dobbins Pioneers of the Industry Award, in 1944; the Edward Powell Fund Award, in 1951; the William Penn Award, in 1952; and the National Human Relations Award conferred by the National Conference of Christians and Jews, in 1955. He received the honorary degree of Doctor of Engineering in 1940 from Stevens Institute of Technology, and the degree of Doctor of Science in Commerce in 1943 from Drexel Institute of Technology.

Lineman Earns Second Resuscitation Medal, Five Other Cases Reviewed

FOR the third time in the history of the EEI Resuscitation Medal, the industry's award—which recognizes alert and efficient action by an employee to save the life of another human through resuscitation—has been awarded for a second time to a single individual.

In this instance, the recipient of the honor was Joseph E. Cantley, lineman for South Carolina Electric & Gas Co. Emphasizing with rare drama the results of resuscitation action, in this event it was the man whose life Mr. Cantley saved to receive his first award who aided Mr. Cantley in lowering the victim of the second action for which the South Carolina employee has received his industry's salute.

In presenting the medal, Vice President in Charge of Operations F. R. McMeekin said:

"This is the second time that I have had occasion to meet with this group and on both occasions it has been to honor one of our fellow workers, Joseph E. Cantley, who has, by high devotion to duty, unselfishness, and his preparedness through training, played a part in that which is the foundation of man's greatest privilege, the saving of life.

"The action of this employee is an outstanding example of how our Safety Program has paid off—paid off in the saving of two lives by one individual. Of course, we are continually striving—and it is our most earnest hope that no situation will ever again arise where anyone of you will have reason to put into practice your artificial respiration knowledge. I am sure it would be very comforting for each of you to know that your fellow worker is well versed in all first aid practices, particularly that of manual, artificial respiration, which has been so proficiently demonstrated by our honored fellow worker, Joseph E. Cantley."

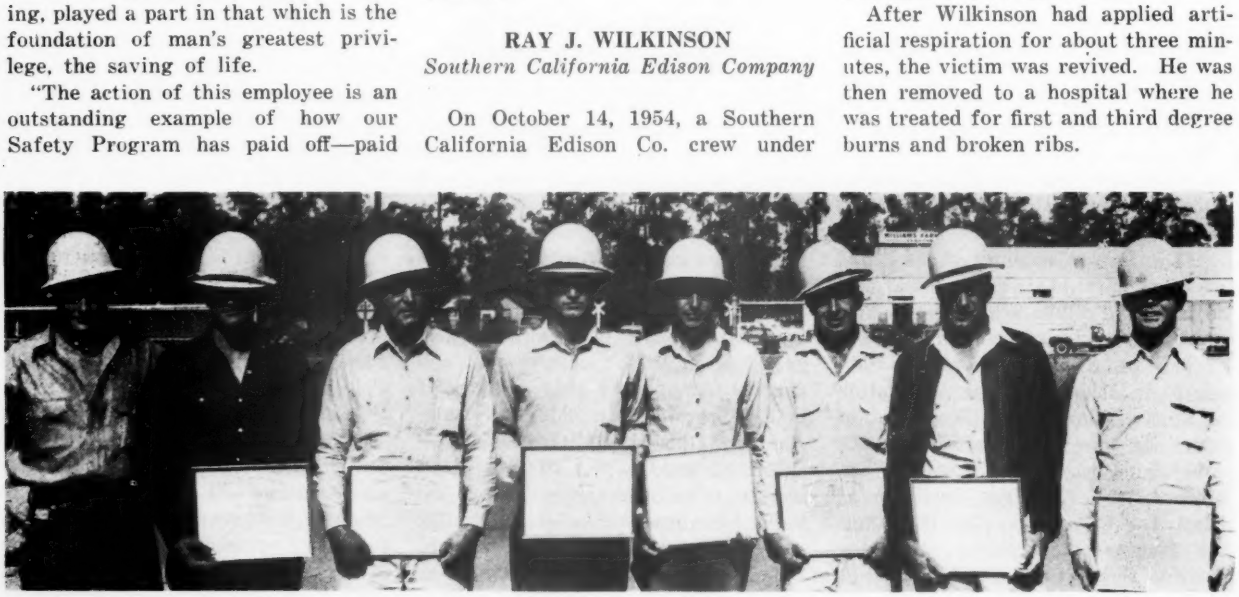
The circumstances regarding Mr. Cantley's award-winning action are described in this article, as are those of five others of the awards which were not publicized when resuscitation cases were last reviewed in the BULLETIN in August, 1955. Each of these cases are a tribute to their companies' safety program as well as to the individual recipients. Each of the medals attest to the same "high devotion to duty, unselfishness, and preparedness through training" for which Mr. McMeekin praised Mr. Cantley.

RAY J. WILKINSON
Southern California Edison Company

On October 14, 1954, a Southern California Edison Co. crew under Foreman Ted C. Knowles was installing pole-top extensions in Port Hueneme, Calif. Lineman Charles L. Collier had completed his assigned job and was descending from the pole when, while holding with his left hand to a newly-installed grounded 2/0 bare conductor, he contacted the center-phase of an energized 16-kv circuit on the next level with his foot.

Collier immediately was rendered unconscious and, not being secured to the structure, fell. During his 43-foot fall, he struck a cross arm and a guy wire before he reached the ground. With the assistance of other members of the crew, Lineman Ray Wilkinson placed the injured man in a prone position and began the administration of back pressure-arm lift artificial respiration. Assisting in the placement of the victim, in massaging him and keeping him covered, in obtaining first aid equipment, or in summoning medical aid were Lineman Dacey Howell and Dennis J. Murphy, Groundmen Glen O. Everson and Edward J. Milota, Crew Assistant Donald J. Driscoll, and Foreman Ted C. Knowles.

After Wilkinson had applied artificial respiration for about three minutes, the victim was revived. He was then removed to a hospital where he was treated for first and third degree burns and broken ribs.



For saving the life of C. L. Collier (left), R. J. Wilkinson (second from left) received an EEI Medal. Beside him, from left to right, are Certificate of Assistance winners T. C. Knowles, G. O. Everson, E. J. Milota, D. J. Driscoll, D. E. Howell, and D. J. Murphy. All are employed by Southern California Edison Co.

At Philadelphia Electric Co., Vice President R. P. Liversidge holds EEI Medal awarded W. D. Donahue (third from left). At the extreme left is EEI Medal Miniature winner W. R. Gregory. Others in the group are Certificate of Assistance winners W. M. Rumpf (second from left), G. T. Skilton, Jr., and R. W. Fitzgerald.

In recognition of the successful resuscitation action, Ray J. Wilkinson was awarded an EEI Medal, and Certificates of Assistance were awarded to Ted C. Knowles, Dacey Howell, Dennis J. Murphy, Glen O. Everson, Edward J. Milota, and Donald J. Driscoll. Presentation of the awards were made by R. N. Coe, Assistant Manager of Operations, at ceremonies held on June 22, 1955, at the company's Oxnard service headquarters.

Stories of the presentation appeared in the Oxnard *Press Courier*, June 22, 1955; in the July, 1955, edition of "Safety News;" and in the August, 1955, edition of "Edison News."

WILLIAM D. DONAHUE
Philadelphia Electric Company

There was a dark cloud in the sky over Cheltenham, Pa., where a Philadelphia Electric Co. crew was working on the afternoon of August 2, 1955. Lineman's Helper Charles J. P. Deacon was working atop a pole making taps for a set of cut-out boxes on a de-energized primary circuit when a bolt of lightning struck on or near the wire upon which he was working.

At the clash of lightning, Lineman's Helper William D. Donahue, who was working below Deacon on the pole, looked out along the wires and saw smoke coming from the next pole. He then turned and saw Deacon lying astraddle of the secondaries. He and Apprentice Lineman George T. Skilton, Jr., climbed to the unconscious and not breathing victim and placed him across the safety belt of Donahue, who immediately began to apply pole top resuscitation methods. The victim began breathing after about a minute, but artificial respiration was continued until he could breathe without assistance. When Skilton and First Class Lineman Robert W. Fitzgerald had removed the victim's climbers and Lineman's Helper William M. Rumpf had brought a rope up the pole, the crew then lowered Deacon to the ground where Apprentice Lineman Walter R. Gregory applied Schafer Prone Method artificial respiration for a brief period.

Deacon was then removed to a hospital where his injuries were found to be minor.

William D. Donahue received an EEI Medal and Walter R. Gregory received a Medal Miniature for their successful resuscitation actions. In recognition of their part in the resuscitation, Certificates of Assistance were awarded to George T. Skilton, Jr., Robert W. Fitzgerald, and William M. Rumpf. These awards and certificates were presented to the recipients by Robert P. Liversidge, company vice president, at ceremonies in his office on November 15, 1955. Eighteen executives and department heads attended the ceremony, accounts of which appeared in the *Philadelphia Evening Bulletin* on November 21, 1955; *Philadelphia Inquirer*, November 21, 1955; *Philadelphia Daily News*, November 22, 1955; *Newtown Enterprise*, November 22, 1955; *Easton Road Guide* (Glenside, Pa.), November 24, 1955; and *Public Spirit* (Hatboro, Pa.), November 24, 1955.

PERLEY A. WHIPPLE
Public Service Company of New Hampshire

While changing primary taps on a feeder line during distribution line reconstruction in Lancaster, N. H., in the late afternoon of July 30, 1954, Lineman Robert K. Wheeler, who was working as temporary foreman for a Public Service Co. of New Hampshire crew, contacted the end of a coiled-up tap, energized by 2400 volts, above his rubber glove on his left forearm. His left climber gaff was in the pole close to a grounded secondary rack. Wheeler cried out and then slumped in his safety belt, dropping down out of the area of the primary wires and hanging in a horizontal position below the buck-arms.

Lineman First Class Perley A. Whipple, who was on an adjoining pole about 150 feet distant, quickly descended and ran to Wheeler's aid. Meanwhile, Lineman First Class Einar M. Christiansen and Lineman Third Class Herbert M. Boynton prepared a life line, called for medical aid, and performed the other duties of a well organized and trained rescue and first aid squad.

When Whipple reached the unconscious and not-breathing victim, he immediately placed Wheeler in position astride his safety belt and began administration of Oesterreich Pole Top artificial respiration. After an estimated period of three or four minutes, Wheeler started to breathe for himself and after about seven minutes he was lowered to the ground and placed upon a blanket.

A doctor had arrived meanwhile and he had Wheeler taken to his office where he treated the burns on Wheeler's left forearm and left leg. Wheeler returned to duty after a loss of seven days.

On May 26, 1955, an EEI Medal was presented to Perley A. Whipple

Pictured above are Perley A. Whipple (right), who was awarded an EEI Medal for his successful resuscitation of Robert K. Wheeler (center). At the left is Herbert M. Boynton, who, with Einar M. Christiansen (not in picture), was awarded a Certificate of Assistance. All are with Public Service Co. of New Hampshire.

by Avery R. Schiller, President and General Manager of Public Service Co. of New Hampshire, at a meeting in Lancaster which was attended by 134 fellow employees. At the same time, EEI Certificates of Assistance were awarded to Einar M. Christiansen and Herbert M. Boynton for their outstanding aid in the resuscitation. An account of the resuscitation appeared in *The Coos County Democrat* on August 4, 1954.

JAMES H. GRACEY
JAMES V. SAVINO
ROBERT W. CLARK
RADOVAN MORUZIN

Consolidated Edison Company of New York, Inc.

Following Hurricane Hazel on Oct. 16, 1954, a six-man Consolidated Edison Co. crew was working in Riverdale, N. Y., to replace primary wires that were down as a result of the storm. Equipment Operator John Joseph Donohue had completed one assignment and was walking toward Foreman Angus A. Mills to report on the amount of wire needed for the next job. As he walked, a wire that had been isolated and dead-ended on the crossarm of a pole pulled loose and fell, striking Donohue in the back. Somehow, Donohue grabbed the wire in his right hand when he fell to the ground face down.

When Lineman James V. Savino, who was working on a pole nearby, heard groans, his attention was attracted to the accident, and he called to the rest of the crew that Donohue had received an electric shock. Outside Plant Helper James H. Gracey ran to the victim, grabbed a hand line from the ground, looped it around the live wire that was in contact with Donohue, and pulled it clear.

Foreman Mills placed Donohue's body in position for prone pressure artificial respiration which Savino immediately began to administer. Meanwhile Lineman Robert W. Clark climbed the pole and cut the wire clear. Mills then ran to a telephone to summon medical aid and an ambulance and to report the accident to his office.

Savino applied artificial respiration for about five minutes, then was relieved by Clark who worked for about the same amount of time. Gracey then took over. In turn, he was relieved by Lineman Radovan Moruzin. Respiration was administered for about 15 minutes before there were signs of breathing; in all, members of the crew maintained the resuscitation effort for about 20 minutes.

Donohue was hospitalized for treatment for second degree burns. He was able to return to work after an absence of 15 working days.

For their outstanding efforts in the resuscitation action, four members of the crew were honored with EEI Medal Miniatures. They were James H. Gracey, James V. Savino, Robert W. Clark, and Radovan Moruzin. In addition, a Certificate of Assistance was awarded to Angus A. Mills.

Consolidated Edison Vice President Earl L. Griffith presented the awards to the men on May 9, 1955. Accounts of the accident and awards appeared in the December, 1954, and May, 1955, editions of "Around the System," company magazine for employees.

JOSEPH E. CANTLEY

South Carolina Electric & Gas Company

Because of the widening and paving of a thoroughfare, Foreman A. G. Combs and his crew of South Carolina Electric & Gas Co. employees were working to relocate some poles on Bryan Street in Summerville,

Consolidated Edison Co. of New York, Inc., employees pictured above from left to right are EEI Medal Miniature winners Radovan Moruzin, Robert W. Clark, James H. Gracey, Certificate of Assistance winner Angus A. Mills, and EEI Medal Miniature winner James V. Savino.

S. C., on the afternoon of April 20, 1955.

Lineman Cyril D. Veronee was working atop a pole to kill the transformer and riser and to cut down a service that crossed the street. His work was in preparation for the pole to be moved about three feet. Veronee had disconnected the transformer from the riser and had started to disconnect the riser from the primary. As he held the connector nut between the thumb and index finger of his gloved left hand, he felt a shock.

Later investigation proved that Veronee was wearing defective gloves at the time of the accident.

When Foreman Combs saw the accident, he ordered Lineman Joseph E. Cantley and J. W. Swicegood to climb to aid Veronee. The two linemen had to go about 60 feet to the service truck to get their tools, return to the base of the pole, and don their equipment before they could start up to help Veronee. By this time, the victim's foot had cut out of the pole, but he had slumped against the pole and his right hook had remained in the pole.

Lineman Cantley went up the pole first to reach Veronee, who was unconscious and not breathing. Cantley cut down a service, straightened Veronee astraddle his safety strap, and began to administer pole top resuscitation to the victim. The treatment was continued for three or four minutes before Veronee could breathe without assistance.

Lineman Swicegood also ascended the pole and helped in lowering the victim to the ground. Veronee was then taken to a hospital where he remained overnight to receive treatment for third degree burns of the left thumb and right knee. He lost one week of time from work due to the accident.

Through this resuscitation effort, Joseph L. Cantley became the third man who has twice earned the EEI Resuscitation Medal. On October 26, 1951, he successfully resusciated his fellow-worker, J. W. Swicegood, the man who assisted him in lowering Veronee to the ground following the resuscitation for which his second award was made. Because his first medal was of a type which is now obsolete, Mr. Cantley was awarded a new medal suitably engraved to indicate that this was a second award.

Presentation of the medal was made on July 26, 1955, by F. R. McMeekin, Vice President in Charge of Operations. An account of the presentation appeared in the August, 1955, issue of the company's magazine, *Live Wires*.

LAVAL BARNA

Upper Peninsula Power Company

In Gaastra, Michigan, on April 28, 1954, an Upper Peninsula Power Co. crew under Foreman Laval Barna was replacing an old transformer pole that had been burned by a grass fire. Lineman Carl Carlson was working atop the old pole to guide a guy wire for the new pole away from the conductors on the old pole. Carlson was standing on the cross arm, supporting the transformer, when Barna called to him a warning to watch the 7200-v primary lead to the transformer which ran vertically behind Carlson. Carlson replied that he had plenty of room in which to work.

While performing his assigned task, Carlson apparently backed into the 7200-v transformer lead and there was an arc. Carlson then slumped and hit the buss again with his right shoulder. At the time of the accident, Lineman Robert Bedard was working on the new pole about four feet away from the old pole. Bedard got one of his gloves on and shoved Carlson off the buss wire, then put on the other glove and held the victim off the wire while Lineman Gunnard Nicholson, who was also on the new pole, descended, then climbed the old pole to hold Carlson. Nicholson cut off the buss wires, and fastened a hand line around the victim, who was then lowered to the ground.

Within three minutes after the shock, Barna was applying Schafer Prone Method artificial respiration to the victim, who when lowered was unconscious and breathing only with difficulty. Dr. L. E. Irvine, who later attended the victim, has stated a belief that this resuscitation effort, which was continued by Barna until a pulmotor squad arrived at the accident scene, ". . . could have been a life saving measure."

Carlson was removed by ambulance to a hospital where he was treated for electric shock and burns of the right upper arm, forearm, back, right thigh, left knee and ankle, and flash burns of the face. He was able to return to work after approximately two months of recuperation.

Laval Barna was awarded an EEI Resuscitation Medal for his action, and the aid of Robert L. Bedard and Gunnard Nicholson were recognized by Certificates of Assistance. Presentation of the medal and certificates was formally made at a company-wide picnic held on July 14, 1955, at Twin Lakes Park. An account of the presentation appeared in the July 18, 1955, issue of the Iron River (Mich.) *Reporter*.

Industrial Electrification Conference

(*Continued from page* 18)

Heating Department, General Electric Co.; "The Economics Study of Industrial Heating Applications," A. D. Spillman, Assistant Manager, Market Studies and Service Division, Philadelphia Electric Co.; "Development and Use of Sales Promotional Material," J. F. Morton, Industrial Sales Manager, New Orleans Public Service Inc., and B. J. Martin, Publisher, B. J. Martin Publications, Inc.; "An Electric Heating Sales Program," F. F. Dickman, Manager, Industrial Sales, West Penn Power Co.; "Selling with Metal Sheath Heater Course," J. S. Hanckel, Manager of Industrial Sales, Pennsylvania Power & Light Co.; and "The Sales Potential for Electric Heat," H. W. Memmott, Industrial Sales Manager, The Connecticut Light & Power Co.

The conference will conclude with a group luncheon at which M. E. Skinner, Vice President, Union Electric Co. of Missouri, will speak on "What is Our Outlook for the Future?" Toastmaster at this luncheon will be Frank E. Wiatt, Assistant Manager, Electric Sales Department, The Cincinnati Gas & Electric Co.

H. W. Memmott, The Connecticut Light & Power Co., served as chairman of the Conference Program Committee. Members of his committee were R. F. Dickmann, West Penn Power Co.; P. W. Emler, American Gas & Service Corp.; L. H. Gilette, Westinghouse Electric Corp.; R. W. Kise, General Electric Co.; L. B. Rosseau, Ajax Electric Co.; W. L. Thomson, Edwin L. Wiegand Co.; and R. W. Wyman, The Cleveland Electric Illuminating Co.

Executive Health

(*Continued from page* 17)

"savings" achieved in the 48 per cent who were "cured" or "improved" cannot be expressed in dollars and cents. The value of the skills and experience of those whose ability to do a productive job was maintained despite the presence of chronic disease is considerable, although difficult to estimate.

The value to the executive himself lies in the fact that the periodic health examination will not only serve to maintain optimum health and peak efficiency during his active business life but it can also be the basis of good psychological adjustment to the problems of daily life. In increasing his knowledge of his own abilities and limitations it can help him to deal effectively with his associates and those working under his jurisdiction. The value of this type of personal development in an executive training program needs no further comment.

The limitations of the periodic examination program are partly medical but more largely administrative in scope. The medical limitations have been shown to be mainly in the discovery of hidden heart disease and the detection of early malignancy. The time and cost factor has been the main obstacle from an administrative point of view. However, a reasonable approach to overcome these drawbacks has been presented.

Summary

The importance of executive health both for the individual and his company has been reviewed. The role of the periodic examination in health maintenance reveals that such a program can set the ground work for the prevention of medical disability.[4]

[4] Wilson, A. M.: Health Insurance and Industry. Indust. Med. & Surg., 23:205 (May) 1954.

A Catalog of
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New York 17, N.Y.

PP&L Continues Scholarship Program; Six More to Be Awarded in 1956

WITH continuation of Pennsylvania Power & Light Company's program of educational assistance, six more area young people this year will join the 13 already studying in Central Eastern Pennsylvania colleges on PP&L scholarships, according to company President Charles E. Oakes. Continuation of the program, now in its third year, was approved by PP&L's board of directors.

Assistance to Colleges

As in past years, PP&L pays $500 per year toward the tuition of each scholarship winner. In recognition of the fact that tuition payments do not cover the institution's full cost of educating the student, an additional $500 is paid to the college or university he or she attends. Competition is open to young people whose parents are residents of the 10,000-square-mile area served by the utility or its subsidiaries, including The Scranton Electric Co. At least one scholarship will be made available to the son or daughter of an employee of the company or its subsidiaries.

In announcing continuation of the program, Mr. Oakes pointed out that as the operations of business and industry become more and more complex, more college-trained young people are needed. Competent young people with college ability, he added, should be encouraged to continue their education. One aim of the PP&L program is to encourage more of Central Eastern Pennsylvania's capable young students, who otherwise might not have the opportunity, to further their schooling.

Reason for Aid

That part of the PP&L plan that provides assistance to the colleges has been incorporated into the program in order to help maintain the independent colleges. These schools have always held custodianship of the teaching of unobscured freedom of thought and action. In recent years the independent college has been experiencing some financial difficulties as a result of the inflationary spiral which threatens their ability to properly carry out their function. Much of this financial difficulty arises because contributions for endowment purposes by individuals, because of taxes, are no longer available in substantial amounts. Under its program of educational assistance, Mr. Oakes said, PP&L joins other progressive American businesses which are stepping in to partially fill the individual benefactor's shoes.

Safety Merit Award

(*Continued from page* 12)

Gulf States Utilities Co.
Neches Station 1,000,000
Louisiana Station 1,000,000
Entire System 1,000,000
Production Department
—System-Wide 2,000,200
Indianapolis Power & Light Co.
C. C. Perry Plant 1,019,432
Kansas Gas and Electric Co.
Entire Company 1,002,856
Monongahela Power Co.
Parkersburg Division .. 1,019,152
Northern States Power Co.
Sioux Falls Division ... 1,000,000
Oklahoma Gas and Electric Co.
Generation Department. 1,000,000
Public Service Electric and Gas Co.
Camden Area Electric Distribution 1,011,546
Wisconsin Electric Power Co.
Extension System 1,064,257

One 3,000,000 man-hours certificate (to Baltimore Gas and Electric Co.'s Power Production Stations personnel) and five 2,000,000 man-hours certificates (to The Cincinnati Gas & Electric Co., Consolidated Edison Co. of New York, Inc., The Detroit Edison Co., Gulf States Utilities Co., and Baltimore Gas and Electric Co. subdivisions) bring the grand total of awards for two million or more man-hours to 53 for the 12-year period. In the same length of time there have been 380 one-million man-hour certificates presented and as yet not superseded by continuance to the two-million-plus figure.

Insurance Committee Meeting

By R. D. Constable, *Chairman*

THE Insurance Committee held a one-day meeting at the EEI Headquarters in New York City on November 17, 1955. Of the 27 members of the Committee, 24 were present or represented at the meeting which was conducted by R. D. Constable, Chairman of the Insurance Committee, with the assistance of D. E. Williams, Secretary.

Reports of the subcommittees through which the Insurance Committee operates were received and discussed.

W. B. Sims reported on a new "Loss Ratio and Dispersal of Risk" credit formula which has been developed by the fire insurance companies and which will produce fire insurance rate credits of as much as 20 per cent on electrical risks under ideal circumstances. This formula has been recommended by the Inter-Regional Insurance Conference to the fire insurance rating bureaus in the various areas of the United States, but will not be available until officially adopted in each area by the bureau having jurisdiction.

Boiler and Machinery

J. E. Watts reported that the Boiler and Machinery Subcommittee, in cooperation with a similar committee of the American Gas Association, is continuing to meet with representatives of the National Bureau of Casualty Underwriters to press for improvement in the boiler and machinery coverage available to the utility industry in the domestic market. Progress has been slow, but it is hoped that persistent effort may eventually produce some results.

Referring to the situation in the field of Excess Liability insurance, R. H. Brandow reported considerable improvement both in amounts of coverage available in the domestic and foreign markets and in the attending cost factors.

J. W. Marrin indicated that the market for excess fire insurance coverage is gradually expanding and that there may be further developments of interest in the next few months.

D. E. Williams advised that the Nuclear Projects Subcommittee has been maintaining contacts with the various committees of the insurance industry which are studying the problems of how much coverage can be made available against these new exposures and how it will be handled and rated. There was considerable interest expressed in this subject arising from the fact that a number of utilities are rapidly reaching the point at which a definitive determination of these factors is essential to the further progress of nuclear projects now being planned.

It was decided that the committee should do everything appropriately within its scope to further the development of these essential factors at the earliest possible date.

It is expected that there will be numerous legislative proposals introduced in the next session of Congress on the subject of flood insurance. Also, some of these will undoubtedly go far beyond this scope and will include provisions for coverage against war damage and possibly other types of major disasters. It was felt that close track should be kept of these developments and their probable impact on the utility industry. Accordingly, a National Disaster Insurance Subcommittee will be appointed for this purpose.

Before concluding the meeting, M. A. Tait, of Commonwealth Edison Company, gave the committee a most interesting report on the insurance and damage aspects of the turbine failure of Unit No. 4 at his company's Ridgeland Station on December 19, 1954.

Laboratory of Thomas A. Edison Will Become National Shrine

The national government has received from the family of Thomas A Edison a deed to the land and buildings at West Orange, N. J., center of Mr. Edison's inventive work for the last 44 years of his life. Acquisition of the land is the first step toward making the Edison laboratory a national shrine.

Presentation of the deed was made to Secretary of the Interior Douglas McKay by Charles Edison, son of the inventor and president of Thomas A. Edison, Inc., the company that owns the West Orange property. He acted for his sisters, Mrs. John Eyre Sloan and Miss Marion Edison, and his brother, Theodore Edison. Mrs. Sloan attended the ceremony in Secretary McKay's office on Dec. 6, 1955.

Next year, when the government will acquire title to the laboratory, a Presidential proclamation is expected which will establish the Edison Laboratory National Monument, which will be operated by the National Parks Service.

Secretary McKay said the Administration already has approved the procedure being followed. This procedure follows Federal law, including the Antiquities Act of June 8, 1906.

At the time of his acceptance, Secretary McKay signed an order designating the inventor's West Orange home, Glenmont, as a national historic site. The home will remain in the family's hands and will continue to be open to the public on a controlled basis.

The laboratory is in a three-story building that also houses a machine shop, stockroom, and library. Its contents include the inventor's working equipment, experiments in the making just as he left them prior to his death in 1931, his library and voluminous papers, early models of his inventions, and exhibits depicting his life and achievements. The library has some 10,000 volumes. Many of the inventor's early working models also are there. Exhibits include the first phonograph ever made and a dynamo which the inventor used to generate electric power for the incandescent lamp he invented.

Also on the tract of one acre and a half are four smaller buildings, an underground vault, and a replica of the "Black Maria," the first motion picture studio. The studio is now equipped as a theatre.

Personals

The board of directors of Philadelphia Electric Company has announced the election of **R. G. Rincliffe** as Chairman of the Board and Chief Executive Officer of the company. He will continue as President.

Concurrently, Mr. Rincliffe announced that **A. S. Corson,** Vice President in charge of Finance and Accounting of the utility, had been elected a Member of the Board of Directors.

Mr. Rincliffe has been president of the company since 1952. He joined the utility in 1923 as an engineering assistant, and progressed through various positions, including superintendent of gas manufacturing, purchasing agent, manager of electric generating stations, vice president in charge of electric operations, and executive vice president, to which post he was elected in 1950. He has been a director of the company since 1950.

He was graduated from Yale University with a bachelor of arts degree, and from the Massachusetts Institute of Technology with a degree of master of science in chemical engineering.

Mr. Rincliffe is a member of many industry associations, including the Pennsylvania Electric Association, the American Gas Association, and the Pennsylvania Gas Association. He is a fellow of the American Society of Mechanical Engineers and a member of the American Institute of Electrical Engineers; a member of the board of managers of the Franklin Institute; a member of the board of trustees of the Drexel Institute of Technology; and a member of the board of governors of the Electrical Association of Philadelphia.

Mr. Corson, a native Philadelphian, has spent his entire business career in the utility field. He received his early education in the public schools here, and later pursued his studies at the University of Pennsylvania. He was named comptroller of Philadelphia Electric in 1949, and was elected a vice president in 1953. Prior to joining Philadelphia Electric, he was a vice president of The United Gas Improvement Co.

He is active in the affairs of many industry and accounting organizations, including Edison Electric Institute, Controllers Institute, American Gas Association, Pennsylvania Gas Association, and Pennsylvania Electric Association. He is a director of the Provident Trust Co.; and a member of the Union League, The Pennsylvania Society, and others.

The Virginia Electric and Power Co. Board of Directors has elected **Erwin H. Will** President to succeed the late **Jack G. Holtzclaw.** It set up an Executive Committee, naming **T. Justin Moore** as its Chairman, with Mr. Will and **Montelle C. Smith** the other two members. **Miles Cary** and **Walter I. Dolbeare** will assume additional duties as Vice Presidents, and **H. Atwood Hitch,** Secretary, was elected a Vice President. **A. H. McDowell, Jr.,** who was recently promoted to Division Manager, was named Operations Manager of the system. **Ralph Kilday** succeeds Mr. Hitch as Secretary. All changes were effective January 1, 1956.

Mr. Will steps up to the office of the president from his present position as vice president and general manager, which position he had held since last year.

Mr. Moore, a senior member of the law firm of Hunton, Williams, Gay, Moore & Powell, will continue as general counsel. As in the past, he will also continue in the general practice of law as a senior member of the law firm.

Mr. Smith, who has been in the utility business for 43 years, is retiring as an officer of the company but will continue on Vepco's Board of Directors and as a member of the Executive Committee.

Mr. Cary, who has been Vice President—Operations, will assume additional duties in connection with engineering and construction activities of the system.

Mr. Dolbeare, whose present position is that of Vice President—Area Development, will enlarge his duties to include the System Sales Department.

Mr. Hitch, Corporate Secretary for the past eight years, is being promoted to the position of vice president, and will direct the activities of the Corporate Department, Personnel Department, and Public Relations Department.

Mr. Kilday formerly was Assistant Secretary.

Albert G. Neal, Vice President and General Manager since 1949 and Director since 1951, of Fitchburg Gas and Electric Light Co., has been elected President succeeding **Frank S. Clifford** who is retiring as President, but remaining as Director, after 53 years of service.

Mr. Neal started with the company in 1914 as office manager succeeding to the positions of assistant manager in 1919, manager in 1927, vice president in 1948, vice president and general manager in 1949, and director in 1951.

Prior to his Fitchburg career he worked with Boston & Maine RR from 1904 to 1909 as Clerk and Telegrapher and at Suburban Gas and Electric Co. from 1909 as an Accountant.

Mr. Neal is trustee and a member of the board of Investment of Worcester North Savings Institution, director and member of the Apraisal Committee of Fitchburg Federal Savings and Loan Asssociation, and director and member of the Executive Committee of Fitchburg Mutual Fire Insurance Company.

At Monongahela Power Co., **Eric C. Summers,** Vice President, has been elected Executive Vice President and **Paul H. Sommer,** who had been assistant to Vice President Summers, and **Robert S. Soule,** Personnel Director, have been elected Vice Presidents.

Mr. Summers, with Monongahela Power since 1951, had been a vice president since 1953. He started with The Potomac Edison Co. in 1924 and in 1932 became assistant to the president of the company. In 1950, prior to joining Monongahela Power as comptroller, he had special assignments with the West Penn Electric Co. Mr. Summers has served on the EEI General Accounting Committee.

Mr. Sommer is a veteran of 33 years with Monongahela and its predecessor in Morgantown. He worked in the Fairmont Division as commercial manager before becoming division manager at Morgantown. In 1954 he was made assistant to Mr.

Summers. Mr. Sommer is an electrical engineering graduate of West Virginia University.

Mr. Soule joined Monongahela Power as educational director in the Parkersburg Division, moving to Fairmont with similar duties in 1928. In 1931 he became personnel director, the position he has held until his recent appointment as vice president. Mr. Soule is a graduate of Ohio University and taught in Parkersburg High School prior to joining Monongahela Power. He is a member of the EEI Industrial Relations Committee.

Alphonse H. Aymond, Jr., has been elected Vice President and General Counsel of Consumers Power Co.

Mr. Aymond has been a member of the company's legal staff since 1947 and has served as general counsel since September, 1955, when he succeeded **William R. Roberts,** retired.

A native of St. Louis, Mo., Mr. Aymond is a graduate of Northwestern University and the Law School of the University of Michigan. Prior to joining Consumers Power he was a member of the legal staff of The Commonwealth & Southern Corp.

He is a member of the State Bar of Michigan, the American Bar Association, and the Order of the Coif.

M. H. Pratt, Chief Engineer of Niagara Mohawk Power Corp.'s Central Division, has been elected a Vice President and Chief Engineer, succeeding **Edwin S. Bundy.** Mr. Bundy will continue as a Director and Vice President and will serve the company as an Engineering Consultant. Succeeding Mr. Pratt as Chief Engineer of the Central Division is **Forrest J. Chapin,** Assistant Division Engineer at the Central Division.

Mr. Pratt started as a cadet engineer with Syracuse Lighting Co. following graduation from the college of engineering at University of Pennsylvania. In 1929 he was put in charge of electrical engineering for the Syracuse District and was made division electrical engineer in 1932. He assumed his previous position in 1946. Mr. Pratt, a fellow of AIEE and former president of the Syracuse chapter of the American Society of Professional Engineers, has served on committees of the AIEE and ASA and is presently a member of the T&D Committee of EEI.

Mr. Chapin, a graduate of Syracuse University, joined the Adirondack Power and Light Corp. as hydraulic engineer in 1922. He later moved to Albany and served in various positions in the Engineering Department. Prior to moving to Syracuse in 1952 he was in charge of electrical engineering activities in the Eastern Division. He is a member of the New York State Society of Professional Engineers and AIEE.

Announcement has been made of the creation of a new Business Planning Department at West Penn Power Co., which will be headed by **Harry Restofski,** Vice President. **Robert G. MacDonald,** Manager of General Services, has been appointed Vice President. Other appointments included those of **J. F. McQuillin,** Manager of methods engineering, to succeed Mr. MacDonald; **John E. Mueller,** Executive Assistant to the President, to Manager of Planning for the new department; and **Earl J. DeChambeau,** Senior Methods Engineer, to succeed Mr. McQuillin.

Mr. Restofski, marketing vice president since 1951, has served in every major department of the company during his 41 years of service. His previous positions include assistant to the vice president in charge of the Power Department, general safety director, assistant to the president, assistant general manager of West Penn Appliance Co., sales promotion manager, and general sales manager.

Mr. MacDonald, who will head the marketing group as vice president, served in his previous position since 1954. He joined West Penn Power in 1931 and has served as Keystone Division Manager and assistant to the operating vice president. He became assistant vice president in 1953.

Mr. McQuillin served as Power Department staff engineer and chief mechanical engineer before becoming manager of methods engineering. Mr. Mueller, with the company for 28 years, has served as residential and commercial sales manager and manager of policy administration. Mr. DeChambeau worked as training supervisor of the Operating Department before joining the Methods Engineering Department upon its organization in 1953.

Samuel M. Sharp has been appointed Vice President-Engineering and Operations at Southwestern Gas and Electric Co. He recently returned to service with the company after having done special consultant work for Central and South West Corp., parent company of Southwestern.

Mr. Sharp, an electrical engineering graduate of the University of Arkansas, started working for Central and Southwest Utilities, predecessor to Central and South West Corp., as an electrical engineer in 1926. He moved to Shreveport, La., in 1932 and was named division engineer in 1940. A year later he became chief engineer. In 1950 he was named vice president and in 1952 became a director. Mr. Sharp is a fellow, vice president, and member of the board of AIEE.

It was announced at the same time that **L. T. Williams,** who had been serving as acting chief engineer during Mr. Sharp's absence, has been named Chief Electrical Engineer.

Mr. Williams is an electrical engineering graduate of Texas A. & M. College. He first started working for Southwestern in 1924 and six years later resigned to join Dallas Power and Light Co. as a design engineer. In 1931 he returned to Southwestern and worked in various capacities in the East Texas oil field before being named division engineer for the East Texas oil field in 1938. He transferred to the general office Engineering Department in Texarkana in 1939 and moved to Shreveport in 1940 when the department was moved there. When Mr. Sharp entered the armed forces in 1942, Mr. Williams was named acting chief engineer and served as such until Mr. Sharp's discharge from the army in 1945. He then was named assistant chief engineer. Mr. Williams is a member of AIEE and a past chairman of the Shreveport chapter of that organization.

Frank M. Reinhold, Purchasing Agent of The Connecticut Light and Power Company, has been elected a Vice President.

Mr. Reinhold's lengthy utility career began in 1923 when he joined CL&P's engineering department at Waterbury. He became chief clerk three years later and in 1927 he was named general storekeeper. Mr. Reinhold was appointed assistant purchasing agent for the Company in 1933. He was advanced to purchasing agent in 1946.

A veteran of both World Wars, Mr. Reinhold was a lieutenant in the U. S. Navy during World War II. He was assigned to the Navy Department in Washington, where he served from 1943 to 1945. A member of the Naval Reserve until 1950, Mr. Reinhold resigned his commission with the rank of lieutenant commander.

H. H. Watson, Vice President and Assistant to the President of Northern States Power Co. (Minn.), has retired after 44 years in the utility industry.

Mr. Watson started as an engineer with the Arkansas Valley Railway, Light & Power Co. in Pueblo, Colo., in 1911. Prior to joining NSP in 1919, he held various positions with the Tennessee Power Co. in Murfeesboro, Tenn., and the Fort Smith Light and Traction Co. in Fort Smith, Ark. At NSP he served as general superintendent of construction in Sioux Falls, S. D., Mankato, Minn., and Ottumwa, Iowa, before being made general superintendent of construction for the San Diego Consolidated Gas and Electric Co. After ten years with the west coast company he returned to NSP in 1932 in a similar construction capacity. In 1940 he was appointed manager of the company's electrical operations. Eleven years later he was elected vice president in charge of operations and took on the added duties of assistant to the president in 1954.

A registered professional engineer in Minnesota, Wisconsin, and California, he is a member of ASME, ASCE, and the Society of American Military Engineers.

Ward F. Davidson, Research Engineer of Consolidated Edison Company of New York, Inc., whose accomplishments in electrical engineering and allied fields has earned international recognition has retired. He directed various research projects for the New York utility system over the past 33 years.

He came to Brooklyn Edison Company in 1922 as director of research from the University of Michigan where he was assistant professor of electrical engineering and where he had earned electrical and mechanical engineering degrees. Following the merger of Brooklyn Edison into Consolidated Edison in 1936 Mr. Davidson was named director of research for Con Edison and was later given the title of research engineer of the company.

In recent years Mr. Davidson has been active in research and engineering planning leading to Con Edison's entry into the nuclear power field, marked early in 1954 by the company's application to the Atomic Energy Commission for a license to build a 250,000-kw atomic power station at Indian Point, N. Y.

Stuart Cooper, President of Delaware Power & Light Co., has announced the promotion of four members of the company's management staff to positions of greater responsibility.

R. B. Richardson, Operating Manager, was appointed Assistant Vice President in charge of Operations; and **Fred T. Bear,** Manager of Engineering, was appointed Assistant Vice President in charge of Engineering; both assisting **Frank P. Hyer,** Vice President in charge of Operations, Engineering, and Construction.

At the same time, **Harold W. Clift,** Assistant Operating Manager - Gas, was named Manager of Gas Operations and **Raymond K. Grubb,** Assistant Operating Manager - Electric, was named Manager of Electric Operations.

All four staff members are veteran company employees with extensive experience in the utility field.

Appointment of **R. J. Malcomson** as Manager of Residential Sales for Commonwealth Edison Co. has been anounced by **Thomas G. Ayers,** Commercial Vice President. In his newly-created position, Mr. Malcomson will be general administrative supervisor of all residential sales activities of the utility, including the merchandising of appliances, dealer promotional programs, and home building activities.

Mr. Malcomson, who has been with Commonwealth Edison for 32 years, has been associated with the direction of sales activities throughout most of his career. For the past two years he has served as merchandise sales manager of Commonwealth, following eight years in a similar capacity with the company's Public Service Company Division.

P. H. Adams, Chief Load Supervisor, Electric Transmission and Distribution Department, San Diego Gas & Electric Co., has been appointed District Manager at La Jolla, succeeding retired **W. J. Gilmour. Olen P. Trotter,** Assistant Chief Load Supervisor, has been named to succeed Mr. Adams as Chief Load Supervisor.

Mr. Adams started with the company in 1923 and worked in the Commercial Department until leaving the company in 1932. Nine years later he returned and was assigned to the dispatching office of the Electric Transmission and Distribution Department, where he became assistant chief dispatcher in 1946. He assumed his previous position in 1954. Mr. Trotter has been with the company since 1941, when he was employed in the Electric Maintenance Department. He later transferred to the dispatching office as an apprentice dispatcher, becoming assistant chief dispatcher in 1946 and assistant chief load supervisor in 1954.

Charles E. Gustafson, of the Substation Maintenance and Construction group at Carolina Power & Light Co., has been appointed to the newly created position of Substation Maintenance Supervisor.

Mr. Gustafson, who was graduated from the University of Toledo in 1949 with a bachelor's degree in engineering, joined CP&L in October. 1949. He worked for a year on transformer maintenance and then went through the Substation Section's training program in design, relay and construction. He next spent two years working in system planning before starting his previous duties in substation maintenance and construction. A World War II veteran. Mr. Gustafson is a member of AIEE.

EDISON ELECTRIC INSTITUTE OFFICERS AND COMMITTEES

OFFICERS

HARLLEE BRANCH, JR., *President*.....Georgia Power Co., Atlanta, Ga.
D. S. KENNEDY, *Vice President*.....Oklahoma Gas & Electric Co., Oklahoma City, Okla.
H. S. BENNION, *Vice President and Managing Director*....420 Lexington Avenue, New York, N. Y.
H. S. SUTTON, *Treasurer*.....Consolidated Edison Co. of New York, Inc., New York, N. Y.
A. B. MORGAN, *Secretary and Assistant Managing Director*..420 Lexington Avenue, New York, N. Y.

BOARD OF DIRECTORS

(Terms expiring 1956)

D. E. ACKERS.....The Kansas Power and Light Co., Topeka, Kan.
W. C. BECKJORD.....The Cincinnati Gas & Electric Co., Cincinnati, Ohio
JOSEPH M. BELL, JR.....New York State Electric & Gas Corp., Binghamton, N. Y.
WALKER L. CISLER.....The Detroit Edison Co., Detroit, Mich.
B. L. ENGLAND.....Atlantic City Electric Co., Atlantic City, N. J.
R. K. LANE.....Public Service Co. of Oklahoma, Tulsa, Okla.
P. H. MCCANCE.....Duquesne Light Co., Pittsburgh, Pa.
R. E. MOODY.....Union Electric Co. of Missouri, St. Louis, Mo.
HARRY B. MUNSELL.....Kansas City Power & Light Co., Kansas City, Mo.
O. TITUS.....Pennsylvania Electric Co., Johnstown, Pa.
W. O. TURNER.....Louisiana Power & Light Co., New Orleans, La.
G. W. VAN DERZEE.....Wisconsin Electric Power Co., Milwaukee, Wis.
WILLIAM WEBSTER.....New England Electric System, Boston, Mass.
FRANK M. WILKES.....Southwestern Gas and Electric Co., Shreveport, La.

(Terms expiring 1957)

W. J. CLAPP.....Florida Power Corp., St. Petersburg, Fla.
J. E. CORETTE.....The Montana Power Co., Butte, Mont.
C. P. CRANE.....Baltimore Gas and Electric Co., Baltimore, Md.
A. S. CUMMINS.....The California Oregon Power Co., Medford, Ore.
THOMAS G. DIGNAN.....Boston Edison Co., Boston, Mass.
E. W. DOEBLER.....Long Island Lighting Co., Mineola, N. Y.
JOHN W. EVERS.....Commonwealth Edison Co., Chicago, Ill.
C. E. IDE.....The Toledo Edison Co., Toledo, Ohio
S. R. KNAPP.....The Connecticut Light & Power Co., Berlin, Conn.
C. B. MCMANUS.....The Southern Co., Inc., Atlanta, Ga.
R. S. NELSON.....Gulf States Utilities Co., Beaumont, Texas
W. A. PARISH.....Houston Lighting & Power Co., Houston, Texas
HAROLD QUINTON.....Southern California Edison Co., Los Angeles, Calif.
L. V. SUTTON.....Carolina Power & Light Co., Raleigh, N. C.

(Terms expiring 1958)

J. L. BATES.....Central Power & Light Co., Corpus Christi, Texas
A. M. BEEBEE.....Rochester Gas and Electric Corp., Rochester, N. Y.
F. D. CAMPBELL.....Cambridge Electric Light Co., Cambridge, Mass.
C. B. DELAFIELD.....Consolidated Edison Co. of New York, Inc., New York, N. Y.
R. H. FITE.....Florida Power & Light Co., Miami, Fla.
R. H. GERDES.....Pacific Gas and Electric Co., San Francisco, Calif.
N. B. GUSSETT.....Iowa Power & Light Co., Des Moines, Iowa
E. L. LINDSETH.....The Cleveland Electric Illuminating Co., Cleveland, Ohio
D. C. LUCE.....Public Service Electric & Gas Co., Newark, N. J.
M. S. LUTHRINGER.....Central Illinois Public Service Co., Springfield, Ill.
C. E. OAKES.....Pennsylvania Power & Light Co., Allentown, Pa.
H. T. PRITCHARD.....Indianapolis Power & Light Co., Indianapolis, Ind.
K. M. ROBINSON.....The Washington Water Power Co., Spokane, Wash.
L. M. SMITH.....Alabama Power Co., Birmingham, Ala.
HAROLD TURNER.....American Gas and Electric Co., New York, N. Y.

Executive Committee

W. L. Cisler, C. B. Delafield, E. L. Lindseth, D. C. Luce, C. E. Oakes, Harold Quinton, L. V Sutton, G. W. Van Derzee, William Webster.

EDISON ELECTRIC INSTITUTE OFFICERS AND COMMITTEES

ADVISORY COMMITTEE 1955-1956

D. C. BARNES.....Virginia Electric and Power Co.
A. D. BARNEY.....The Hartford Electric Light Co.
J. B. BLACK.....Pacific Gas and Electric Co.
EDGAR H. DIXON.....Middle South Utilities, Inc.
PHILIP A. FLEGER.....Duquesne Light Co.
GEORGE M. GADSBY.....Utah Power & Light Co.
WILLIS GALE.....Commonwealth Edison Co.
ALLEN S. KING.....Northern States Power Co.
J. E. LOISEAU.....Public Service Co. of Colorado
GEORGE L. MACGREGOR.....Texas Utilities Co.
EARLE J. MACHOLD.....Niagara Mohawk Power Corp.
J. W. MCAFEE.....Union Electric Co. of Missouri
LYLE MCDONALD...Public Service Electric and Gas Co.
PAUL B. M[illegible].....Pacific Power & Light Co.
I. L. MOORE.....New England Electric System
W. C. MULL[illegible]E....Southern California Edison Co.
GROVER C. N[illegible].....Wisconsin Power and Light Co.
J. S. OSBORNE.....Central & South West Corp.
WALTER H. SAMMIS.....Ohio Edison Co.
H. R. SEARING.....Consolidated Edison Co. of New York, Inc.
MCGREGOR SMITH.....Florida Power & Light Co.
PHILIP SPORN.....American Gas and Electric Co.
FRANK M. TAIT.....The Dayton Power and Light Co.
J. B. THOMAS.....Texas Electric Service Co.
E. S. THOMPSON....The West Penn Electric Co. (Inc.)
J. R. WHITING.....Consumers Power Co.

CHAIRMEN OF EDISON ELECTRIC INSTITUTE COMMITTEES (1955-1956)

ACCOUNTING

Accounting Division Executive, J. C. FARIS.....Union Electric Co. of Missouri, St. Louis, Mo.
Coordinator of Customer Activities, S. A. COLE.....New York State Electric & Gas Corp., Ithaca, N. Y.
Customer Accounting, J. C. LUCHSINGER.....The Cincinnati Gas & Electric Co., Cincinnati, Ohio
Customer Collections, R. B. WILLIAMS.....The Toledo Edison Co., Toledo, Ohio
Customer Relations, H. F. MARTIN.....Long Island Lighting Co., Mineola, N. Y.
Coordinator of General Activities, C. T. DWIGHT.....The Hartford Electric Light Co., Hartford, Conn.
Depreciation Accounting, P. K. READ.....New York State Electric & Gas Corp., Ithaca, N. Y.
General Accounting, R. J. PLOURDE.....The Detroit Edison Co., Detroit, Mich.
Internal Auditing, BIRON GANSER.....Philadelphia Electric Co., Philadelphia, Pa.
Plant Accounting and Property Records, M. B. ROMEISER.....Niagara Mohawk Power Corp., Syracuse, N. Y.
Taxation Accounting, H. M. HOBSON.....Public Service Electric and Gas Co., Newark, N. J.

COMMERCIAL

Commercial Division Executive, O. R. DOERR.....Pacific Gas and Electric Co., San Francisco, Calif.
Commercial Sales Group, R. W. BUTTS.....Ohio Edison Co., Akron, Ohio
Farm Group, BUD S. MOSS.....Georgia Power Co., Atlanta, Ga.
Industrial Power and Heating Group, G. S. YOUNG.....Kansas City Power & Light Co., Kansas City, Mo.
Residential Group, H. H. BRENAN.....Pennsylvania Power & Light Co., Allentown, Pa.
Special Service Group, F. C. PESVEYC.....Public Service Electric and Gas Co., Newark, N. J.

ENGINEERING

Engineering Division Executive, E. L. HOUGH.....Union Electric Co. of Missouri, St. Louis, Mo.
Electrical Equipment, C. L. DERRICK.....The Hartford Electric Light Co., Hartford, Conn.
Hydraulic Power, L. B. CARD.....Public Service Co. of Colorado, Denver, Colo.
Meter and Service, GEORGE J. YANDA.....The Cleveland Electric Illuminating Co., Cleveland, Ohio
Prime Movers, JOHN M. DRISCOLL.....Consolidated Edison Co. of New York, Inc., New York, N. Y.
Transmission and Distribution, GEORGE H. FIEDLER.....Rochester Gas and Electric Corp., Rochester, N. Y.

GENERAL

Accident Prevention, RAYMOND W. WHITE.....Pacific Gas and Electric Co., San Francisco, Calif.
Area Development, JOHN R. FREDERICK.....Wisconsin Power and Light Co., Madison, Wis.
Atomic Power, EDGAR H. DIXON.....Middle South Utilities, Inc., New York, N. Y.
Electric Power Survey, ARTHUR S. GRISWOLD.....The Detroit Edison Co., Detroit, Mich.
Financing and Investor Relations, W. J. ROSE.....American Gas and Electric Co., New York, N. Y.
General Division Executive Committee, D. S. KENNEDY.....Oklahoma Gas & Electric Co., Oklahoma City, Okla.
Industrial Relations, JOHN C. ARNELL.....Consolidated Edison Co. of New York, Inc., New York, N. Y.
Insurance, R. D. CONSTABLE.....Niagara Mohawk Power Corp., Syracuse, N. Y.
Legal, D. BRUCE MANSFIELD.....Ohio Edison Co., Akron, Ohio
Membership, E. S. THOMPSON.....West Penn Electric Co., Inc., New York, N. Y.
Prize Awards, G. W. OUSLER.....Duquesne Light Co., Pittsburgh, Pa.
Purchasing and Stores, W. M. HOLLS.....Baltimore Gas and Electric Co., Baltimore, Md.
Rate Research, C. A. WILLIAMS.....The United Illuminating Co., New Haven, Conn.
Regulation, J. E. CORETTE.....The Montana Power Co., Butte, Mont.
Research Projects, C. W. FRANKLIN.....Consolidated Edison Co. of New York, Inc., New York, N. Y.
Statistical, F. A. KEANE.....Public Service Electric and Gas Co., Newark, N. J.
Tax Policy, C. B. MCMANUS.....The Southern Co., Inc., Atlanta, Ga.
Technical Assistance for Overseas Visitors, HARVEY BUMGARDNER.....The Detroit Edison Co., Detroit, Mich.
Transportation, RANDOLPH WHITFIELD.....Georgia Power Co., Atlanta, Ga.

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